LOWRANCE® EXPANDS ELITE-3X VALUE FISHPLENDER LINE WITH DOWNSCAN IMAGING™

New Elite-3x DSI Color Fishfinder Delivers Affordable Photo-like Images of Fish and Fish Holding Structure

Tulsa, Okla. – Lowrance®, a world-leading brand in marine electronics since 1957 — announced today the newest addition to its Elite-3x family of value fishfinder-only products, the Elite-3x DSI. Designed to enhance any fishing experience by providing crystal clear images even at high speeds, Lowrance’s patented DownScan Imaging™ allows anglers to quickly and easily view photo-like images of fish holding structure, as well as fish targets.

Easy to operate, the Elite-3x DSI delivers dual-frequency 455/800 kHz DownScan Imaging operation, and features an LED-backlit color display with detailed 320Vx240W-pixel resolution that’s easy to see in full sunlight from wide viewing angles. The pages button allows users to quickly switch between sonar frequency views and dedicated quick keys allow anglers to zoom up to four times the standard view and focus on key fishing areas. The power button also doubles as a backlight control to adjust for daylight or nighttime fishing situations. The Elite-3x DSI’s quick-release, tilt and swivel mounting bracket makes it easy to adjust the viewing angle or disconnect the fishfinder for storage.

Protected by the Lowrance Advantage Service program, the Elite-3x DSI can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada and is priced at $129. For more information on the Lowrance Elite-3x DSI, the Elite line of products or the entire Lowrance line of marine electronics or to locate an authorized Lowrance dealer, please visit


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About Lowrance: The Lowrance® brand is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world’s largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting, B&G and GoFree. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com