LOWRANCE® ANNOUNCES THE ALL-NEW HDS® GEN3

High Definition System Combines Today’s Best Fishfinder and Navigation Technologies Into One Easy-to-Use, Multi-Touch Display

Tulsa, Okla. – Lowrance®, a world-leading brand in fishing electronics since 1957, announced today the launch of the High Definition System (HDS®) Gen3 fishfinder/chartplotter series. The next revolutionary step forward for the world’s top-selling and award-winning multi-function display, HDS Gen3 is available in 7-, 9- and 12-inch models and combines a faster processor with enhanced, built-in fishfinder technologies, as well as a modified menu system that’s even easier to use.

With an improved Lowrance user interface plus multi-touch and full keypad operation, the HDS Gen3 series provides quicker, fingertip access to all features – along with an enhanced, lightning-fast processor for more responsive performance. Instinctive, icon-driven commands are easy to learn, and convenient features such as scrolling menus, cursor assist, snap-to setting markers and preview panes with quick-touch slider bars, provide a user-friendly feel, similar to operating a smartphone or tablet.

Each HDS Gen3 model comes standard with today’s most advanced fishfinding technologies – from StructureScan® HD and DownScan Imaging™, which provide picture-like images of fish-holding cover – to CHIRP Sonar for improved target separation and superior noise rejection for clearer, easy-to-see bait fish and game fish targets. When combined with Lowrance’s TrackBack™ feature, these sonar technologies combine to make HDS the fishfinder of choice for anglers worldwide.

Additionally, the HDS Gen3 features built-in wireless connectivity for convenient mapping and software downloads directly to your fishfinder/chartplotter, as well as
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connection with mobile devices using the GoFree App. All HDS Gen3 models are also plug-and-play compatible with performance-enhancing options such as SpotlightScan Sonar™, Broadband Radar™, SonicHub® Marine Audio, SiriusXM® Marine Weather and audio, Class B AIS and DSC VHF, as well as the recently released SmartSteer™ control for MotorGuide® Xi5 electric-steer trolling motors and the Lowrance Outboard Pilot.

“Since 2008, anglers worldwide have relied on Lowrance HDS systems to make the most of their time on the water,” said Leif Ottosson, CEO, Navico. “Not only does HDS offer today’s most advanced fishfinder technologies, the collection of optional mapping solutions and performance modules cannot be surpassed by any fishfinder/chartplotter in the industry.”

Providing anglers with the most expansive list of mapping-upgrade options, HDS Gen3 ships with built-in Insight USA™ charts for coastal and inland US waters and is compatible with the Insight™ HD, Insight™ PRO, Insight Genesis™, Insight™ TOPO, the complete collection of Navionics® charts, C-MAP MAX-N+ and third-party mapping partners, such as NV Digital Charts. HDS Gen3 can also utilize the Insight Genesis™ map-creation tool, which allows users to create and share high-definition contour maps from personalized sonar recordings. All charting options can also be used with Insight Planner™ PC navigation-planning software.

Sized to fit the same bracket and flush-mount cutout as HDS Gen2 Touch, the new HDS Gen3 family of 7-, 9- and 12-inch displays are priced at $1,249, $2,049 and $3,149, respectively, not including transducers. All models can be purchased from authorized Lowrance dealers and distributors, and they are protected by a two-year warranty along with the Lowrance Advantage Service program. For more information on the Lowrance HDS Gen3, the entire Lowrance line of marine electronics, or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

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