Lowrance Announces Support for Power-Pole®

Shallow Water Anchors

*Industry Leader's New HDS Gen3 Software Provides Anglers with Enhanced Control for All Power-Pole Products*

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Okla. – Lowrance, a world-leading brand in fishing electronics since 1957, announced today an upcoming software update for the HDS Gen3 fishfinder/chartplotter series — enabling wireless compatibility with the complete line of C-Monster compatible Power-Pole products. These efficient hydraulic anchors and all-electric Micro Anchor products quickly and quietly anchor fishing boats and kayaks in shallow-water situations. A simple touchscreen control on the Lowrance High Definition System (HDS) Gen3 display allows anglers to wirelessly engage the anchor — saving anglers additional steps and minutes, so they can focus on fishing.

First announced in December 2014, the HDS Gen3 7-, 9- and 12-inch models offer a unique combination of professional-level features and easy-to-use operation. Full boat integration and system control are core areas where Lowrance products excel. The innovative Lowrance SmartSteer™ user interface allows anglers to intuitively switch between electric-steer, trolling-motor as well as outboard-motor control. The system also allows users to easily convert trails to routes to retrace a previous track and to make the perfect pass by fish or structure. Power-Pole Shallow Water Anchor control directly from the HDS Gen3 display, greatly enhances the system's capabilities and ensures anchoring in the easiest way possible.

"The partnership between Lowrance and Power-Pole is obvious as these brands are prominently featured on fishing boats around the world in their respective markets," said Leif Ottosson, CEO, Navico. "It's just one more way we help make the on-the-water experience better. Simply put, the Lowrance HDS Gen3 fishfinder/chartplotter combined with a Power-Pole Shallow Water anchor equals more fish."
"This new partnership with Lowrance adds another level of control and enhances our already best-in-class products — sure to please any angler with its ease-of-use," said Robert Shamblin, vice president, JL Marine Systems.

Lowrance and Power-Pole are both sponsors of the B.A.S.S. Tournament Series where the technology and software support will be unveiled for the first time at the 2015 Bassmaster Classic. A free software update will be available to all HDS Gen3 owners this Summer, and with built-in wireless GoFree™ cloud-enabled technology, the Power-Pole control software will be automatically pushed to HDS Gen3 users directly on their multifunction display. For more information please visit www.lowrance.com or www.powerpole.com

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 and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com

About JL Marine Systems Inc.
JL Marine Systems Inc. is the Tampa, Florida-based manufacturer of the Power-Pole, a shallow water anchor system for all small skiffs, bass boats, flats boats, bay boats and more. Power-Pole is distributed via more than 1500 dealerships throughout the US. Visit www.powerpole.com/storelocator/map.html to find a local dealer.