March 26, 2014

Lowrance Launches Elite-7 And Elite-5 CHIRP Series Displays

Feature-Packed Fishfinder/Chartplotter and Fishfinder-Only Models Include CHIRP Sonar Plus DownScan Imaging and Broadband Sounder For The Best Possible View Beneath Your Boat.

Lowrance, a world-leading brand in marine electronics since 1957 — announced today the next-generation of Elite fishfinder/chartplotters, the Elite-7 and Elite-5 CHIRP series.

Setting the standard for cutting-edge performance and easy-to-use fishfinding, the new affordable series adds CHIRP sonar to its award-winning, built-in Broadband Sounder™ and DownScan Imaging™ fishfinder technologies. Providing anglers with the best possible view of the water column, CHIRP sonar produces greater sensitivity, improved target resolution and superior noise rejection for clearer, easy-to-see baitfish and game fish targets.

The Elite CHIRP lineup includes 5-inch and widescreen 7-inch fishfinder/chartplotter models as well as standalone fishfinders with CHIRP sonar performance using affordable Lowrance HDI Skimmer® transducer options — including the capabilities to produce low, medium and high CHIRP sonar ranges and display two user-selected ranges simultaneously. With these CHIRP sonar advantages, the new Elite series can more easily distinguish between baitfish and game fish targets, provide better target separation at greater depths and mark fish clearly at faster boat speeds. Elite CHIRP models also feature DownScan Imaging that provides easy-to-understand, picture-like views of structure and bottom detail, as well as selectable, single-frequency Broadband Sounder capability.

With the exclusive Lowrance DownScan Overlay™ feature, boaters can layer DownScan Imaging views onto CHIRP sonar or Broadband Sounder displays for a stunning presentation that separates and clearly exposes fish targets from surrounding structure. To maximize fishing time on the water, Lowrance’s exclusive Advanced Signal Processing (ASP) reduces the need to manually adjust settings to see fish, structure and bottom detail more clearly; and TrackBack™ allows anglers to scroll back in recorded sonar history to review structure, transitions and fish targets. When used on Elite CHIRP fishfinder/chartplotter models, users can also TrackBack and pinpoint locations with a waypoint — reducing the time required to search for productive fishing areas.

Elite-7 and Elite-5 CHIRP models with chartplotter capabilities feature a highly accurate, built-in GPS antenna and a detailed U.S. map with more than 3,000 lakes and rivers, plus coastal contours to 1,000 ft. A micro SD card can be used to display Lake Insight™ and Nautic Insight™ HD and PRO cartography, as well as Navionics® Gold, HotMaps® Premium, Fishing Hotspots® PRO and Jeppesen C-Map Max-N charts. All Elite CHIRP chartplotter models are also compatible with the online Insight Genesis™ map-creation service, which allows users to make custom, high-
resolution contour maps from recorded sonar logs, including bottom-hardness and vegetation overlays.

“The Elite CHIRP series includes all the proven, high-performance features found in the highly successful Lowrance Elite Hybrid Dual Imaging (HDI) line and adds powerful CHIRP sonar technology for an even better view beneath your boat,” said Leif Ottosson, CEO, Navico.

“Packed with three proven sonar technologies at an affordable price, the new Elite CHIRP series continues our commitment to provide real benefits for anglers — helping them catch more fish and make the most of their time on the water.”

The new Elite CHIRP series includes Elite-7x and Elite-5x CHIRP fishfinder-only, Elite-7 and Elite-5 CHIRP fishfinder/chartplotter models, as well as Elite-7 and Elite-5 CHIRP models bundled with Navionics Gold cartography featuring U.S., Canada, Alaska, coastal Bahamas, Great Lakes and major Canadian lakes detail. All Elite-7 and Elite-5 CHIRP units feature the Lowrance-exclusive, high-resolution color multi-window display that allows anglers to choose from pre-set page layouts including a three-panel view with chart, multiple CHIRP sonar ranges and DownScan Imaging. An easy-to-use page selector menu system provides quick access to all features using one-thumb operation.

Model options include Elite CHIRP displays packed with an 83/200/455/800 kHz or 50/200/455/800 kHz Hybrid Dual Imaging (HDI) transducer with depth capabilities to 1,000 and 3,000 feet, respectively. Optional accessories include a series of bronze thru-hull HDI transducers, a trolling-motor transducer adapter kit and flush-mount kit. The Elite-7 CHIRP, featuring NMEA 2000® capability, can also be paired with the Lowrance Point-1 external GPS antenna with built-in electronics compass, while the Elite-5 CHIRP, with NMEA 0183 connectivity, is compatible with the LGC-16W external GPS antenna.

Protected by a one-year limited warranty and the Lowrance Advantage Service program, Elite-7 and Elite-5 CHIRP models can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada beginning in March 2014.

Retail prices range from $649 and $499 for the Elite-7x and Elite-5x CHIRP fishfinder, to $869 and $669 for the Elite-7 and Elite-5 CHIRP fishfinder/chartplotter models bundled with Navionics Gold cartography, respectively.

For imagery and other editorial requests, please contact:

Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.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