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LOWRANCE® LAUNCHES THREE-DIMENSIONAL SONAR — STRUCTURESCAN® 3D

Electronics Leader Transforms What Anglers See Below The Surface

Tulsa, Okla. – Lowrance®, a world-leading brand in fishing electronics since 1957, announced today the release of a game-changing, sonar-imaging system – Lowrance StructureScan® 3D.

Lowrance StructureScan 3D allows anglers to easily see fish, underwater structure and bottom contours in a stunning three-dimensional display on their HDS Gen3 fishfinder/chartplotter. StructureScan 3D imaging quickly scans underwater terrain and fish-holding structure to create high-resolution, 180-degree super-wide, three-dimensional views – in depths to 300 feet and as far as 600 feet port and starboard. Yielding captivating images with unprecedented detail, StructureScan 3D gives anglers a better understanding of where fish and structure are located in relation to their boat. The true-to-life 3D scans are viewed on the Lowrance HDS Gen3 display, when used in combination with the SideScan 3D Skimmer® transducer and StructureScan 3D module – making HDS Gen3 the ultimate fishfinder.

StructureScan 3D sonar provides multiple viewing options including boosted DownScan Imaging™, even more detailed StructureScan HD and the new revolutionary three-dimensional views. Using virtual point-of-view angles or ScanTrack™ pan-tilt-rotate control, anglers can combine custom HD and 3D views to increase situational awareness and search fishing areas as never before.

In addition to outstanding crystal-clear imaging, StructureScan 3D has exclusive features that make finding fish even easier including:
Leading Edge™ scanning reference provides a clear graphical illustration of the sonar beams as they intersect with the bottom contours and gives the angler a better sense of target depth.

SelectScan™ water column target coloring automatically shades fish-holding cover and suspended targets in a color that contrasts the selected color palette, making target identification quicker and easier than ever before.

Vertical Depth Enhancement provides emphasis to vertical drops and crucial depth contour changes making them easier to identify relative to the surrounding underwater terrain.

3D Waypoint Overlay makes it easy to revisit fishing areas, structure and other underwater sweet spots. Use the waypoint keypad to save a waypoint at the boat location or switch to cursor mode and save a waypoint over specific targets, baitfish schools or cover.

“With StructureScan 3D, anglers can search for fish and underwater structure like never before,” said Leif Ottosson, CEO and president, Navico. “With the addition of StructureScan 3D to our HDS Gen3 range, we will change the way people fish. Giving anglers a unique three-dimensional view of fish, structure and contours maximizes anglers time on the water and keeps them in the strike zone.”

Scheduled for availability December 2015, Lowrance StructureScan 3D can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada and is priced at $999 for the module and Skimmer transducer kit. For more information about StructureScan 3D, the HDS Gen3 or the entire line of Lowrance marine electronics, or to locate an authorized Lowrance dealer, please visit www.lowrance.com.
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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