Bad Elf®, manufacturer of Apple-approved accessories that enable the iPod touch, iPhone and iPad to receive real time GPS data on board via satellite, has chosen Coatney Sales, Inc. (CSI) to represent the company’s product line in the Great Lakes and Midwestern states of the US.

Headquartered in Fremont, Indiana, the CSI team has over 50 years combined experience representing manufacturers of marine OEM and aftermarket products.

Bad Elf GPS does not rely on cell tower assistance to achieve a lock or to determine position. The Bad Elf units include a high performance satellite receiver and antenna that receive data directly from the GPS satellites. Locking on to up to 15 satellites, a Bad Elf unit supplies GPS data up to 10 times a second that can be accurate to within 9 feet (2.5 meters). This also means users will improve their GPS lock on the water beyond cell phone coverage areas.

The Bad Elf GPS (BE-GPS-1000) plugs into iPod touch, iPhone, or iPad 30-pin connector to enable satellite GPS, while the small and compact handheld Bad Elf GPS Pro (BE-GPS-2200) operates independently to wirelessly connect (via Bluetooth® wireless technology) up to five users who can share real time GPS data for display on digital charts and a wide range of other compatible marine apps.

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