Furuno continues its perfect winning streak with 7th Manufacturer of the Year award

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Furuno, world-renowned manufacturer of marine electronics, once again received more National Marine Electronics Association (NMEA) awards than any two manufacturers combined at the prestigious 2012 NMEA Convention in Orlando, FL. These four awards bring Furuno’s NMEA Award total to an incredible 205, since NMEA started presenting awards in 1971.

For seven years running, Furuno has received the coveted Manufacturer of the Year - Support award. Furuno remains the sole recipient of this award since its introduction on the ballot in 2005. “When it comes to the NMEA awards, we are proud of all 205 that Furuno has won, however we are especially honored to win the Manufacturer of the Year award for seven consecutive years,” stated Jim Atteridge, President of Furuno USA. “Providing outstanding customer service is one of our main goals at Furuno USA. From our field personnel, technicians and phone support, down to having a live person answer our phone, we do every thing we can to offer the best customer service in our industry, bar none.”

Furuno’s winning streak remains unbroken in the Fish Finder category, with an unprecedented 42 consecutive years of being named Best Fish Finder. The new FCV587 Fish Finder won the award. This 1kW Fish Finder features Furuno’s award winning FDF (Furuno Digital Filter) technology. It also incorporates Post Processing Gain control and the new Bottom Discrimination Mode, which tells you if the sea floor is made up of sand, mud, gravel or rocks.

Another new entry for Furuno was their NavNet TZtouch TZT9 with DRS4D UHD Radar, which brought home a win for Best Radar. This is another long time winning category for Furuno, with this being their 37th year in a row winning Best Radar. The TZT9 is a 9” Multi Touch MFD coupled with a 4 kW, 24-inch Radar
Dome, which incorporates Furuno’s UHD Digital Radar processing for ultimate target detection and performance.

Accolades for NavNet TZtouch continue with the TZT14 winning the Best Navigation Category. This unit features the industry’s first 14” Multi Touch MFD display. It comes standard with NOAA Raster and Vector charts, or a selection of optional C-MAP Vector or Navionics Vector Charts. Every one of these chart formats can be displayed in eye-popping 3D or traditional 2D, while further enhancing the charts with high-resolution satellite photos that can be downloaded at no charge from Furuno’s web site. NavNet TZtouch also offers WiFi connectivity, which allows you to connect your tablet or SmartPhone to TZtouch using free Apps. As an added bonus and additional confirmation to the incredible technology incorporated in Furuno’s new NavNet TZtouch system, the TZT14 also won Honorable Mention for the Boating Writers International Technology Award.

Furuno has a long and distinguished tradition of producing award-winning products. With 205 NMEA awards, Furuno is the single most recognized company for outstanding products in the marine electronics industry.