Geonav® to Make Big Splash at Fort Lauderdale with Introduction of Full Line of Marine Electronics

RACINE, Wis. (September 13, 2010) – Using the cornerstones of robust design, style, innovation and ease-of-use for its new, complete line of “blue-water” marine electronics, Geonav® will launch its new brand and products for the Americas at the Fort Lauderdale International Boat Show Oct. 28 to Nov. 1.

Established in Viareggio, Italy in 1983, Geonav has been known throughout Europe as a manufacturer of high-quality marine electronics products. The company was acquired by U.S.-based Johnson Outdoors with the intent of expanding the breadth of the product line and establishing the brand in the worldwide, blue-water market.

“Johnson Outdoors has been very successful in the marine electronics market by acquiring such brands as Minn Kota®, Humminbird® and Cannon®, and elevating them to a premium level by introducing innovative, high-quality and high performing products,” said Kelly Grindle, Senior Vice President of Johnson Outdoors Marine Electronics Group. “We will do the same with Geonav. Every Geonav system is engineered and manufactured in the United States with the technology and ergonomic design that will position it among the leaders in the marine electronics industry.”

Stepping away from the industry’s traditional “gray” functionality, the Geonav line of navigation instruments has been designed with distinctive features that enhance the beauty of the console of any yacht, cruiser, sailboat or commercial workboat.

Headlining the Geonav product launch at the Fort Lauderdale show is its line of Multi-Function Displays (MFD), powered by the intuitive BlueLogic™ User Interface which incorporates HaloView® screen selection. The MFDs feature first-in-the-industry DualFuel® Cartography, which lets boaters choose from the two leaders in electronic charting – Navionics® and C-MAP® by Jeppesen®.

Exclusive Side Imaging® and 2kW XD Sonar will be available as options on the GIS 12 and GIS 10 models. These models are integrated multi-function displays that provide for seamless linking of multiple MFDs and effortless sharing of radar, video and sonar. The G12 and G10 models are multi-function displays with built-in 2kW XD Sonar, with radar options.
Other new products included in the Geonav North American product launch include:

- MID 110 Multi Instrument Display graphically presents a host of sensor information such as depth, speed, wind and engine data from NMEA0183, Ethernet or NMEA2000 sources, all on one or a series of compact displays which also incorporate HaloView screen selection.
- GSC 110 AutoPilot is built on proven steering technology to provide reliable, precise steering control with a complementary industrial design and simple user interface.
- HD Ethernet Radar provides ability to overlay radar on 2D and 3D charts and acquire as many as 20 MARPA targets.
- GTX AIS Class B transceiver displays the name, position, course speed and other key details of up to 100 vessels.
- Geonav® MapMaster™ PC Navigation Software provides a platform for personal computers to easily import, export or create routes and waypoints, as well as download raster and vector charts for a complete navigation and planning system.

For more information visit www.geonavmarine.com.

Johnson Outdoors Marine Electronics, Inc. consists of the Geonav, Humminbird, Minn Kota and Cannon brands. Geonav® develops and manufactures state-of-the-art integrated navigation systems and autopilots for blue-water fishing and cruising yachts. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters and digital depth gauges. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of shallow water anchors, battery chargers, trim tabs and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Side Imaging® and Humminbird Side Imaging® are registered trademarks of Johnson Outdoors Marine Electronics, Inc.