Humminbird Launches Futuristic Fish-Finding Tool

Humminbird brings anglers even more intuitive, fish-finding power with SmartStrike™

EUFAULA, Ala. – Following the recent Humminbird® ONIX™ product launch at the 2013 Ft. Lauderdale International Boat Show, Humminbird is launching yet another new technology.

“ONIX represents the most versatile and powerful sonar hardware on the water. Now add SmartStrike™ software to the mix and the power and technology is truly unprecedented,” says Dale Logue, Director of Marketing, Humminbird.

About SmartStrike™

SmartStrike is a powerful software program contained on an SD card that allows anglers to utilize LakeMaster® map data and extensive search algorithms to pattern and locate fish like never before.

Based on search parameters like fish species, season, time of day, and temperature, SmartStrike highlights areas of the lake map where your prey is most likely to be located—before you even wet a line. This minimizes guesswork, fruitless searching or wasted casting, thus maximizing your time on the water to fish. It’s like having your own personal fishing guide with decades of experience.

Build your own custom search based on whatever criteria you choose. Or click on any location on a lake, select Find Similar Areas, and millions of data points are searched to return other areas like the one you selected. The SmartStrike engine searches depth ranges, aspect, type of structure, proximity to major types of lake structure, and more to quickly reveal your results.

SMARTSTRIKE SD MAP CARD SEARCH CRITERIA

- Season
- Time of day
- Water conditions
- Cloud cover
- Wind
- Depth
- Structure
- Slope
- Aspect
- Sun & current exposure

SmartStrike SD map cards are compatible with the new Humminbird® ONIX Series, the next evolution of all-in-one fishing systems. Humminbird SmartStrike full-search functionality is exclusive to Humminbird LakeMaster high-definition waters.
About Humminbird ONIX

The new Humminbird ONIX series boasts a rich multi-user interface that is completely customizable to the individual needs of anglers and boaters, while remaining extremely easy-to-use via a full complement of multi-touch capabilities.

Humminbird’s Cross Touch™ offers Multi-Gesture Control, which allows menu navigation and feature activation with a tap, swipe or pinch. Going a step forward in fail-safe operation for mission-critical angling and boating, ONIX also features redundant, traditional touchpad controls for complete control in bad weather.

The ONIX family currently comprises four models, offering anglers the benefits of powerful Cross Touch with the sonar, imaging and navigation features they need most. All units feature 1024 x 768 best-in-class screen resolution on 10.4- or 8.4-inch displays.

Features ·

- HD Side Imaging/HD Down Imaging (ONIX 8 SI & ONIX 10 SI)
- DualBeam PLUS™ Sonar w/SwitchFire™
- Digital Signal Processing (DSP)
- Internal Precision GPS
- Built-In Tri-Fuel™ Cartography, including Navionics®, C-MAP® by Jeppesen® and Humminbird® charts

Add-Ons ·

- C-MAP® 4D High Resolution Bathymetry by Jeppesen®
- Navionics® Gold/HotMaps™ Platinum™
- Humminbird® LakeMaster®
- Humminbird® AutoChart™
- Humminbird® SmartStrike™
- Minn Kota® i-Pilot® Link™
- Low-, medium- or high-frequency CHIRP, exclusive to Humminbird®
- 360 Imaging™
- Radar
- AIS
- Compass
- IP Marine Camera

For more information visit humminbird.com, contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call 800-633-1468.

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Johnson Outdoors Marine Electronics, Inc. consists of the Humminbird®, LakeMaster®, Minn Kota® and Cannon® brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, ice flashers and digital depth gauges. LakeMaster® is the premier brand of high-definition electronic fishing charts. 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 and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.