Lowrance announces Elite-5 IceMachine™

Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today the latest additions to its popular ice fishing product line, the Elite-5 IceMachine™. Designed for portable performance and flexibility, the Lowrance Elite-5 color fishfinder/chartplotter and re-designed Ice Fishing Pack provide a convenient, high quality solution to enhance every ice fishing excursion.

“Our new Elite-5 IceMachine offers winter anglers the perfect combination of our popular Elite-5 fishfinder/chartplotter with a redesigned, more user-friendly ice fishing pack,” said Louis Chemi, chief operating officer for Navico Americas. "Rooted in our long legacy of innovative performance and featuring our best-in-class, 5-inch color display combined with our award-winning fishfinder and chartplotter technology, the Elite-5 IceMachine provides the ultimate ice fishing package for performance, ease-of-use and reliability.”

The Lowrance Elite-5 IceMachine features a true 5-inch, 480x480-pixel SolarMAX™ 256-color display with high-quality brightness for superior viewing of chart detail and sonar graphs – even in the brightest sunlight and from wider viewing angles – that will not fade or slow down in temperatures as low as negative 20-degrees Fahrenheit. Designed with color palette options and a special ice mode, the Elite-5 also has a backlit, enhanced keypad that is configured for simplified single-thumb control of easy-to-use menus and an Advanced User Mode for expanded feature selections.

The Elite-5 IceMachine features a weighted, bullet-shaped 200 kHz ice transducer, with a 20-degree sonar cone, that sounds depths to 1,000 feet and transmits 4,000 watts peak-to-peak power and 500 watts RMS power. The pack also includes an Ice Transducer Float that sits on the top of the water. Anglers can conveniently run the transducer cable through the Float to adjust the depth of the transducer in the ice hole.

The Elite-5 IceMachine has a built-in 16-channel GPS+WAAS precision antenna with an external antenna option. Equipped with a U.S. basemap, the Elite-5 provides more than 3,000 enhanced lake maps with detailed shorelines and depth contours, as well as coastal depth soundings and contours. Ensuring boaters have the maximum flexibility to use their choice of digital charts, the innovative IceMachine also houses a waterproof micro SD memory card slot for multiple mapcard options, including Lowrance LakeMaster® ProMaps, Fishing Hot Spots® PRO and Navionics® Gold.
A Lowrance exclusive, the Elite-5 IceMachine’s Ice Fishing Pack is a weatherproof soft nylon bag with zippered front and rear access, that comes with a sealed 12 vDC battery and charger, as well as space for an optional second battery. The Ice Fishing Pack has adjustable mounting-height options to elevate the display for easier viewing and control. With handy slots for two included StowAway® tackle trays ensuring quick access to lures, weights and hooks, the pack also provides rod-holder slots and side mesh zipper pockets for expanded storage options. For the ultimate in convenience, the Lowrance Ice Fishing Pack has a new, more-user-friendly transducer and cord-positioning system to minimize the hassle of removing the transducer and bag from the ice hole when a fish is hooked. The Elite-5 IceMachine is fully waterproof to the IPx7 standard and is protected by a one-year limited warranty. Transducer, power cable and bracket accessory options are also available for using the Elite-5 all year long for open water fishing from a boat.

The Lowrance Elite-5 IceMachine is available from authorized Lowrance dealers throughout the United States. The bundled Ice Fishing Pack is also available separately to house other select Lowrance fishfinders.