Lowrance debuts updated Nautic Insight HD &
new Nautic Insight Pro 2012 Chartcards

Chartcards Feature Updated High-Definition Navigation Detail for
Multifunction Displays and Offer Full U.S. Coverage for Mark™ and
Elite™ Chartplotter Models

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and
GPS navigational systems since 1992—announced today its new Nautic Insight™ HD
2012 and Nautic Insight™ PRO 2012 chartcards. Compatible with Lowrance HDS® and
HDS Gen2 multifunction displays, the new Insight HD chartcard provides higher
definition shaded-relief contours, updated navigation, and software enhancements that
increase performance and accuracy. The affordable Insight PRO chartcard provides a new
level of mapping detail, including the same geographic, bathymetric and points of interest
(POI) as Nautic Insight HD with full U.S. coastal coverage for Mark and Elite
cartplotter models.

A premium plug-and-play mapping upgrade option to built-in HDS, Mark and Elite
cartography, the Lowrance Nautic Insight HD 2012 and Nautic Insight PRO 2012 offer
exclusive high-quality, fast navigable coastal data for enhanced performance and
accuracy on the water.

Nautic Insight HD 2012 features enhancements to shoreline detail, updated navigation
aids and POIs. Equipped with higher-definition shaded relief and 20 more zoom-in levels
beyond the built-in Insight data on select Lowrance HDS and HDS Gen2 systems, Insight
HD provides users with unparalleled depth perception. The new cartography displays a
striking, raised look and feel for instant recognition and precise understanding of
submerged topography. Anglers can locate fish-holding areas at a glance. Available on
two cards: EAST provides coastal coverage from Maine through Texas, and WEST
covers coastal California, Oregon, Washington and Hawaii. Both Insight HD card regions
feature Lake Insight HD inland detail within 100 miles of the coast.

The new Nautic Insight PRO 2012 for Lowrance Mark and Elite chartplotters provides
complete coverage of offshore, coastal and inland waters up to 100 miles inshore on a
single card. The chart includes mapping for U.S. lakes, rivers and the Great Lakes.
Equipped with the same navigation features as Nautic Insight HD 2012—but without
high-definition shaded relief overlay—the new Insight PRO provides an economical
solution for Mark and Elite users, and is also compatible with HDS and HDS Gen2
multifunction display models.

“Lowrance Nautic Insight HD 2012 provides enhanced detail and definition for fast and highly accurate mapping,” said Louis Chemi, chief operating officer, Navico Americas. "It is the perfect complement to the Insight mapping built-in to our HDS and HDS Gen 2 products, the power of which our customers have come to truly value. We are equally thrilled to add Insight PRO to our innovative cartography lineup to offer Mark and Elite owners an economical mapping solution without sacrificing big navigation performance.”