LOWRANCE DEBUTS SPOTLIGHTSCAN™ SONAR

New Trolling-Motor Transducer Delivers Surround-Scanning Images To Help Pinpoint Key Fishing Areas

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992 — announced today the new SpotlightScan™ Sonar trolling-motor transducer. Introducing a new level of angler-controlled, surround-scanning underwater views, the new sonar solution provides picture-like images of key fishing areas on compatible HDS Gen2* or HDS Gen2 Touch* fishfinder/chartplotter displays. Similar to the way a scanning spotlight reveals objects in the dark, SpotlightScan Sonar clearly pinpoints structure and fish targets ahead and around your boat without disturbing key areas before you fish them.

Offering the unique ability to identify productive areas prior to making the first cast, Lowrance SpotlightScan Sonar helps anglers save valuable time on the water and focus on the most productive fishing spots. The SpotlightScan Sonar trolling-motor transducer operates at a frequency of 455/800 kHz with a maximum surround-scanning range of 150 feet. Designed to provide the best possible view both around and beneath your boat, the SpotlightScan Sonar transducer also features DownScan Imaging™ and Broadband Sounder™ technology. DownScan Imaging (455/800 kHz) offers easy-to-understand images of fish and structure, and award-winning Broadband Sounder (83/200 kHz) technology is ideal for marking fish arches and tracking lure action.

“The new Lowrance SpotlightScan Sonar transducer offers anglers a meaningful benefit that provides complete picture-like views in front of, around and beneath the
boat,” said Leif Ottosson, CEO, Navico. “Affordably priced and easy to install, SpotlightScan Sonar helps anglers quickly pinpoint productive fishing areas of greatest interest, without wasting valuable fishing time waiting for a full 360-degree scan.”

The SpotlightScan transducer is quickly installed by attaching it to any bow-mounted, cable-steer, foot-control trolling motor**. Twin scanning beams provide lightning-fast refresh rates, and beam indicators or “spokes” are visible on the HDS Gen2 display to guide adjustments on rotation or scanning speeds for the best possible underwater image.

Protected by a one-year limited warranty and the Lowrance Advantage Service program, SpotlightScan Sonar can be purchased for US $499 from authorized Lowrance dealers and distributors throughout the United States and Canada beginning in January 2014. For more information on the Lowrance SpotlightScan Sonar, the entire Lowrance line of marine electronics, or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

*HDS Gen2 (non Touch) models require the SonarHub™ module for compatibility with the SpotlightScan Sonar transducer.

**SpotlightScan Sonar installation requires connectivity to a bow-mounted, cable-steer, foot-control trolling motor. Not for use with hand-steer or electric-steer electric trolling motors.
LOWRANCE DEBUTS SPOTLIGHTSCAN™ SONAR

For imagery and other editorial requests, please contact:
Andrew Golden
Rushton Gregory Communications
617-513-6521
agolden@rushtongregory.com

About Lowrance: The Lowrance® brand is wholly owned by Navico, Inc. A privately held, international corporation, Navico is currently the world’s largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad Yachting and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com