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LOWRANCE UNVEILS NEW ELITE-7 WIDESCREEN FISHPFINDER AND CHARTPLOTTER MODELS

Standalone Fishfinder, Chartplotter and Combo Models Debut
70-Percent Larger Displays and Hybrid Dual Imaging™

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992 — announced today the newest addition to its Elite family of fishfinder/chartplotter products, the Elite-7 Hybrid Dual Imaging (HDI) series. Available as a fishfinder/chartplotter combo model — as well as a standalone fishfinder or chartplotter — the Elite-7 features a 7-inch, widescreen color LED-backlit display that is 70-percent larger than comparably priced 5-inch products. Allowing anglers to see more sonar history, larger chart images and more detail in split-screen mode, all Elite-7 models with fishfinder capability also feature Hybrid Dual Imaging™ (HDI), which combines two award-winning technologies — Broadband Sounder™ and Downscan Imaging™ — to provide the best possible view of the water column.

Built-in to the new Lowrance HDI Skimmer® transducer design, Broadband Sounder technology is ideal for marking fish arches and tracking lure action, while Downscan Imaging provides easy-to-understand, picture-like views of structure and bottom detail. With the exclusive Lowrance Downscan overlay feature, boaters can layer the Downscan Imaging view over the Broadband Sounder recording for a stunning display that separates and clearly exposes fish targets from surrounding structure. In addition, the overlay transparency is easily and fully adjustable.

To maximize fishing time on the water, signature Lowrance Advanced Signal Processing (ASP) reduces the need to manually adjust settings to see fish, structure and bottom detail more clearly; and TrackBack allows anglers to scroll back in recorded sonar history to review structure or fish targets. When used on an Elite-7 model with chartplotter capabilities, users can also TrackBack and pinpoint locations with a waypoint — eliminating the need to circle back and retrace the path.
Elite-7 models with chartplotter capability feature a highly accurate built-in GPS antenna and a detailed U.S. lake and coastal map. A micro SD card can also be used to display Navionics® Gold and HotMaps® Premium, Fishing Hotspots® PRO, as well as Lake Insight and Nautic Insight PRO cartography. All Elite-7 chartplotter models are also compatible with the new online Insight Genesis map creation service, which allows users to make their own custom, contour maps from recorded sonar logs.

All Elite-7 models feature a new multi-window display that allows users to choose up to three panels in split-screen mode to view chart, sonar and DownScan Imaging -- all on one screen simultaneously. In addition, Elite-7’s easier-to-use menu system provides quick access to all features using one-thumb operation, and NMEA 2000® connectivity for waypoint sharing among networked displays and communication with an externally networked GPS.

“Elite-7 combines powerful Lowrance technology and new sonar display capabilities with a bigger, wider, highly functional 7-inch display," said Louis Chemi, chief operating officer, Navico Americas. "After testing our new Hybrid Dual Imaging with a number of professional anglers, I am confident all anglers will immediately see the benefits it brings to their fishing and boating experiences.”

The new Lowrance Elite-7 series is comprised of Elite-7x fishfinder-only, Elite 7m chartplotter-only and Elite-7 combination models. Each model offers a range of bundled packages that includes 83/200 kHz or 50/200 kHz transducer options, as well as Navionics Gold cartography featuring U.S./Canada coastal, Great Lakes and major Canadian lakes detail.

All Elite-7 models with 50/200 kHz Skimmer® transducer packs are ideal for deep water, coastal and Great Lakes applications. Models featuring the 83/200 kHz Skimmer transducer are suited for inland fishing. Optional accessories include an HDI Skimmer transducer with 83/200 kHz operation plus Downscan Imaging (455/800kHz) for depths to 1,000 feet, an HDI Skimmer with 50/200 kHz operation and Downscan Imaging (455/800kHz) for depths to 2,500 feet, a trolling-motor transducer adapter kit and a flush-mount kit. All Airmar® transducers used with Lowrance HDS models are also compatible with the Elite-7 Series.

Protected by a one-year limited warranty and the Lowrance Advantage Service program, the Elite-7 Series can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada beginning in February 2013. Minimum advertised prices range from $449 for the Elite-7x Fishfinder with no
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transducer to $869 for the Elite-7 HDI 50/200 kHz fishfinder/chartplotter model bundled with Navionics Gold cartography. For more information on the Lowrance Elite-7 Series, the entire Lowrance line of marine electronics, or to locate an authorized Lowrance dealer, please visit www.lowrance.com.

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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