Lowrance releases new Nautic Insight™ HD Baja Coastal Chartcard

Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992—announced today the release of its Nautic Insight™ HD Baja cartography for the award-winning Lowrance High-Definition System (HDS), as well as the award-winning Simrad NSE and NSO and B&G Zeus multifunction displays. Designed for Baja sportfishing and boating enthusiasts, the high-definition chartcard features enhanced shaded-relief for instant at-a-glance understanding of underwater bathymetry and precision boat positioning on potential fish-holding areas throughout the Baja California peninsula—offering the most detailed electronic mapping of coastal Baja waters available.

The Nautic Insight HD Baja cartography was developed in partnership with Baja Directions™, creator and publisher of leading fishing charts for southern California and Baja California, Mexico. It also features contributions from Baja Directions extensive paper charts and Mexican hydrographic office data. Packed with comprehensive chart data including shoreline and inland contours and shading, as well as 3D land imagery, the cartography provides valued-added Baja Directions detail with exclusive fishery profiles, marked fishing areas with expanded pop-up detail and fish-finding tips, as well as points-of-interest including lighthouse locations, marinas and fuels docks. In addition to complete navigation aids and information, the Nautic Insight HD Baja chart also provides data on tides and currents.

“Nautic Insight HD Baja is one of the most comprehensive and cost-effective cartography products for the productive waters of Baja California,” said Louis Chemi, chief operating officer, Navico Americas. "With remarkable, easy-to-interpret, high-
definition mapping, it is sure to be a valuable fishing and navigational tool for Baja-area sportfishing enthusiasts.”

Nautic Insight HD Baja features a highly detailed bathymetry resolution of 8 meters per pixel in areas up to canyons, and 32 meters per pixel within canyons and beyond. The cartography includes popular fishing areas of the peninsula, from Ensenada to Cabo San Lucas, and the Sea of Cortez all the way to the Bahia de Los Angeles. The Nautic Insight HD Baja chart is conveniently stored in a plug-and-play microSD mapping card with an SD card-slot adapter and can also be used with the Lowrance Endura™ line of handheld GPS products.