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NEW STRUCTURESCAN® HD  
SONAR IMAGING SYSTEM INTRODUCED

New High-Definition Sonar Imaging System Delivers  
More Range and Greater Definition

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and  
GPS navigational systems since 1992, and Simrad Yachting, world-leader in the  
design and manufacture of professional-performance marine navigation, autopilots,  
communications and fish-finding systems — announced today the next-generation  
sonar imaging system, the LSS-2 StructureScan® HD. Raising the bar in fish- and  
structure-finding technology, the new system delivers more side-to-side coverage, as  
well as greater target and bottom definition allowing users to cover more water faster  
with unprecedented clarity and detail. The StructureScan HD sonar imaging module  
offers a new dimension in underwater, picture-like displays for more productive  
fishing, diving, and search and recovery.

Based on the Lowrance innovation of the world's first and only true DownScan  
Imaging™ technology combined with side-scan imaging, StructureScan HD includes  
an enhanced transducer design that features three dedicated signals for best-in-class  
crisp, clear views to the left, right and directly beneath your boat. The full-panoramic,  
picture-like returns are now even more impressive with sharper images of structure,  
fish, thermoclines and more.

The new StructureScan HD system — compatible with Lowrance HDS, Simrad NSS,  
NSE and NSO, and B&G Zeus multifunction displays – also delivers a significant  
increase in side-scanning range capability. With the original StructureScan model,
boaters and anglers had to choose between side-scanning farther with less detail, or scanning with less range to achieve greater detail. Now, with StructureScan HD, users will experience greater side-scanning range with no loss in resolution. In depths up to 50 feet, for example, StructureScan HD can generate sidescan views that are twice as far with greater resolution, up to 600 feet in total maximum range. That means anglers and boaters can cover more water faster, saving time and fuel while searching for productive areas for fishing, diving search and recover, and more.

“The new StructureScan HD is the latest step forward in providing the best sonar electronics available to boaters,” said Louis Chemi, chief operating officer, Navico Americas. “Its unprecedented resolution and greater range offer extraordinary underwater views that will not only impress users, it will enhance their productivity resulting in more fish, more fun and more efficient use of time and fuel on the water.”

When paired with the Lowrance HDS Gen2, StructureScan HD also supports the StructureMap™ view — a powerful, innovative tool that allows users to overlay and save sidescan sonar images directly on a chart in real-time, or create StructureMap charts for a complete and detailed underwater view all around the boat. Compatible with Lowrance enhanced basemaps, Insight™ HD cartography, Navionics® and all HDS-compatible third-party charting cards, users can easily create and view StructureMap detail on or off the water — without the aid of a computer.

The StructureScan HD view also allows anglers to position the cursor anywhere on the screen to receive information on distance from the boat and target depth — for an exciting new level in precision bait or lure presentation. In addition, the synchronized TrackBack™ function featuring simultaneous scroll-back in the recorded history of sonar and mapping windows, allows anglers to find spots and set waypoints, so they can easily return to desired fishing locations. The system not only synchronizes waypoints, it allows for users to add, edit and delete waypoints from the multifunction display’s database.

The new sonar imaging system features the processing module, transducer and easy-to-connect Ethernet cable. The module features three additional Ethernet ports
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for viewing StructureScan HD images on up to three multifunction displays. The StructureScan HD sonar imaging module is protected by a two-year limited warranty, and backed by the five-year Advantage Service Program.

Available in April 2012, the StructureScan HD sonar imaging module can be purchased from authorized dealers and distributors throughout the United States and Canada for $599 USD. For more information on the StructureScan HD, or the entire line of Lowrance and Simrad Yachting branded marine electronics or to locate an authorized Lowrance or Simrad Yachting dealer, please visit www.lowrance.com or www.simrad-yachting.com.

-30-

Lowrance HDS Gen2 Display with LSS-2 StructureScan   Simrad NSS Display with LSS-2 StructureScan

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About Lowrance and Simrad Yachting: The Lowrance® Simrad Yachting brands are 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