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## **NAVIONICS ANNOUNCES NAVIONICS+ AND NAVIONICS UPDATES**

### **Cartography Leader's Revolutionary New Products Ensure Latest Charts With Freshest Data**

**Wareham, Mass.** – Navionics, the leader in electronic charting for the recreational boating market, announced today its new electronic chart standard, **Navionics+**, and a convenient, reduced cost upgrade for existing charts, **Navionics Updates**. Providing access to its innovative Freshest Data, Navionics' new products give owners the latest cartography and boating information available for their GPS chartplotters. Once again, Navionics has set the standard for cartography access and updates – giving its customers the information they need to make the most of every excursion, worldwide.

Navionics+ is a powerful electronic chart solution for new Navionics customers that provides greater content and access to more marine areas and lakes than other products on the market, and ensures that content remains up to date. With Navionics+, customers can select and download any amount of content from one of seven extensive global regions. The US & Canada region, for example, allows boaters to choose both freshwater and saltwater charts throughout the entire region. In addition, Navionics+ gives boaters the ability to easily enhance their charts with the sonar logs they collect; one year of Freshest Data updates that includes Nautical Charts, SonarCharts™ and Community Edits; and the ability to sync with Navionics mobile and web apps.

Navionics Updates is a convenient, economical method for current owners of Navionics charts to access all Navionics+ capabilities and features. Eligible products include Silver, Gold and Platinum+ marine charts, HotMaps Premium and HotMaps Platinum lake maps, and Marine & Lakes USA. After purchasing Navionics Updates, customers may choose one of seven global regions to download\*.

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“Navionics+ and Navionics Updates change the way boaters access electronic charts, and give owners the satisfaction and comfort of knowing their charts reflect the most current data available,” said Don Black, global vice president of sales and marketing, Navionics. “Static charts quickly become outdated. Our new products eliminate old chart data and, with our innovative SonarCharts™ functionality, allow you to contribute to the knowledge base – continuously increasing chart accuracy and detail for everyone.”

Community Edits allows boat enthusiasts to contribute to their own electronic chart in a simple and direct way, as well as benefit from other users’ participation. In this manner, Navionics charts are constantly improved and edited by users every day.

### **Pricing and Availability**

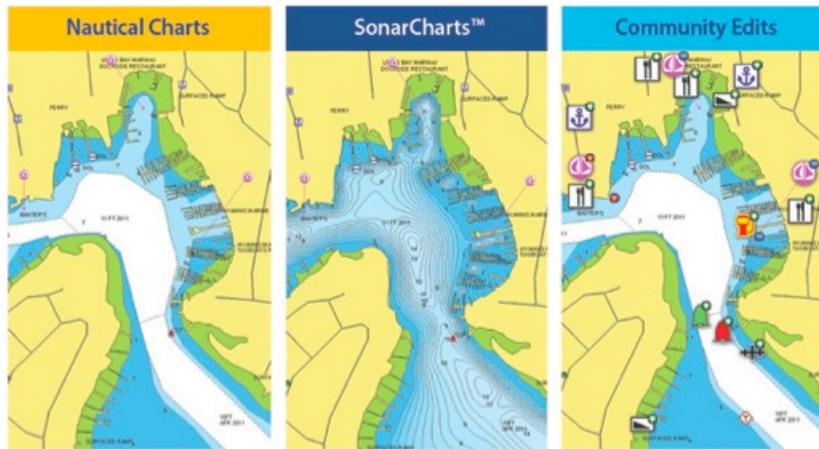
Navionics+ is priced at \$179 for the US and Canada, and \$249 for other global regions, with an additional fee for Australia and New Zealand; Navionics Updates is priced at \$99. Both products are available from Navionics resellers worldwide. For more information on Navionics+ and Navionics Updates, or to learn more about Navionics and its entire product line, please visit [www.navionics.com](http://www.navionics.com).

\* Platinum+ chart owners’ coverage area will remain the same as originally purchased.

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### **About Navionics:**

For nearly 30 years, Navionics® has developed and manufactured electronic navigation charts and systems for marine, inland lakes and rivers, and outdoor use. Navionics is based in Viareggio, Italy and operates worldwide with offices in the United States, UK, India and Australia.



Navionics + and Navionics Updates

***All imagery is available in high-resolution JPEG or TIFF formats.  
For hi-res imagery and other editorial requests, please contact:***

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