

**For Immediate Release:**

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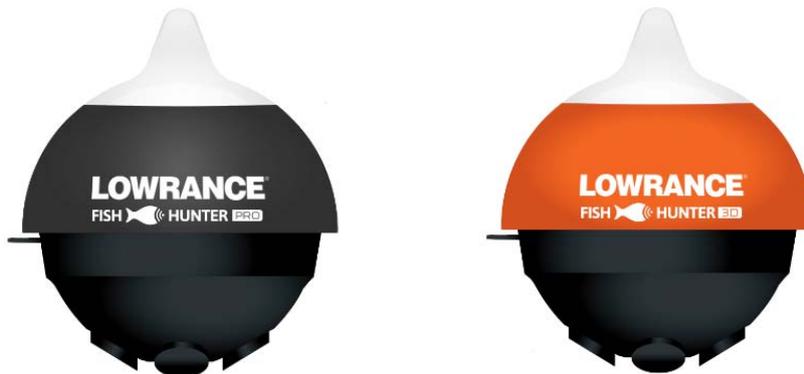
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## LOWRANCE® ANNOUNCES FISHHUNTER PRO AND FISHHUNTER 3D CASTABLE TRANSDUCERS

Lowrance Extends Product Range to Stationary Fishing Market

**Tulsa, Okla.** – Lowrance®, a world-leader in fishing electronics since 1957, announced today the launch of Lowrance FishHunter Pro and Lowrance FishHunter 3D wireless, castable transducers.

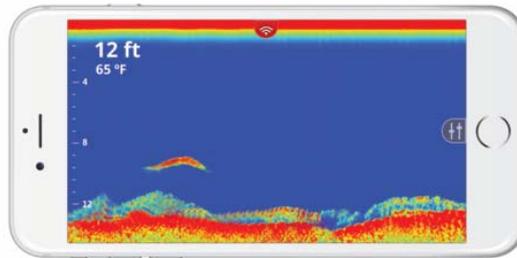


FishHunter brings the benefits of fishfinding sonar to anglers that fish from a stationary location, such as on the ice, a bank, dock or pier – even from the deck of a boat. Sending real-time sonar data via WiFi connection between the transducer and Android and iOS phones and tablets, FishHunter operates without the need for a cellular or internet connection. Anglers cast the FishHunter transducer into the water and then view sonar returns on their smartphone or tablet to decide where to fish.

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FishHunter Pro features a tri-frequency transducer (381 kHz, 475 kHz and 675 kHz) offering four ways to view sonar data including Fish (fish symbols), Raw (fish arches), Bathymetric and Ice Fishing Flasher views. Using its Bathymetric view, anglers can troll FishHunter Pro behind a boat to create Bathymetric maps of an entire lake or favorite fishing spot.

Incorporating five tri-frequency transducers, FishHunter 3D offers five functional views including 3D Fishing and Ice Fishing Flasher, as well as a Directional Casting View that pinpoints fish depth and location relative to the transducer. FishHunter 3D can be trolled behind a boat to create Bathymetric or Structure maps of fishing areas.

“For decades Lowrance has been on the forefront of sonar innovation,” said Leif Ottosson, CEO, Navico. “We are excited about expanding our offerings into this new fishfinding category to bring sonar technology to the large community of anglers that are underserved by the marine electronics market today. With FishHunter 3D, three-dimensional sonar capabilities are now available to the kayak, dock, bank, pier and ice fisherman.”

FishHunter’s unique buoy-shaped design makes it difficult to submerge and increases the reliability of its WiFi connection. The antenna protruding from the top of the FishHunter housing also ensures constant WiFi connectivity for the highest image quality and signal range. By communicating through a WiFi connection, smartphones paired with FishHunter are still able to receive texts and calls.

FishHunter Pro provides a 150-foot depth and 160-foot WiFi range, and FishHunter 3D offers a 160-foot depth and a 200-foot WiFi range. FishHunter’s rechargeable battery lasts for 10 hours of active use and 500 hours on standby.

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Both Pro and 3D models feature LED illumination making them easy to locate in any lighting condition. FishHunter smartphone and tablet apps can be downloaded through the Apple iTunes store for iOS devices and Google Play Store for Android devices. The FishHunter app includes social features allowing anglers to log catches, waypoints, follow friends and even live stream catches from around the world.

Lowrance FishHunter Pro is available for €149 (ex VAT) and FishHunter 3D for €199 (ex VAT). For more information on Lowrance FishHunter wireless castable transducers, or to locate an authorized dealer, please visit [www.lowrance.com](http://www.lowrance.com).

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*For imagery and other editorial requests, please contact:*

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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.  
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