



Sensing Technology

NEWS RELEASE

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FOR IMMEDIATE RELEASE:

AIRMAR TO DEBUT CHIRP TECHNOLOGY AT 2012 MIAMI INTERNATIONAL BOAT SHOW Company Offers Valuable Support to OEMs, Dealers and Consumers

MILFORD, NH. (February 1, 2012) – AIRMAR Technology Corporation is pleased to announce their plans as a first time exhibitor at the 2012 Miami International Boat Show scheduled for February 16 – 20, 2012. The company will be launching their new series of broadband transducers with enabling technology for next generation CHIRP (compressed high-intensity radar pulse) fishfinders. “Our decision to become an exhibitor at the show is to support the manufacturers of CHIRP-ready fishfinders and to assist customers with choosing the right transducer for their application,” stated Jennifer Matsis, Vice President of Sales and Marketing. “CHIRP is the most significant advance in echosounder technology that the market has seen in a long time and AIRMAR’s transducers are at the heart of the system,” Matsis added.

In addition to having a booth at the show (#N49), AIRMAR is holding a press conference on Thursday, February 16 at 11:00am (Room A204) titled ‘Getting to the Bottom of CHIRP Technology: Game Changing Technology for the Serious Angler’. The manufacturer will also host dealer training on Friday, February 17th at 9:00am (Room A204). Dealer training will address the major benefits of CHIRP technology, provide guidance to dealers in assisting customers with selecting the right CHIRP transducer for their application and answer common CHIRP related questions.

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AIRMAR's new CHIRP transducers are engineered with ceramics designed to operate over a broad range of frequencies (28kHz – 210kHz) with no sensitivity loss. It's now possible for customers to install one transducer and have the ability to fish popular frequencies of 28, 38, 50 and 200kHz, plus every other frequency in the entire bandwidth. CHIRP offers amazing visibility of targets in the entire water column, providing 5-10 times greater detail than non-CHIRP fishfinders operating at discreet frequencies of 50kHz and 200kHz. Increased performance in both shallow and deep water, extraordinarily precise distinction between individual bait fish, game fish and underwater structures and improved tracking at high boat speeds makes this technology unprecedented. Customers currently using CHIRP fishfinders are reporting detection so exact that certain fish species can be identified at depths never before imaginable. "CHIRP has changed the entire game. I'll never fish without it," quoted Capt. Bill Dobbelaer. "With CHIRP, my time on the water is maximized 100%," Dobbelaer added.

Visit AIRMAR at Booth #N49 to learn more about CHIRP and discover the most exciting new technology in the sounder industry.

RSVP to suzannehawley@comcast.net to attend the press conference and RSVP to jpiper@airmar.com to reserve your seat at the dealer training.

About AIRMAR

AIRMAR Technology Corporation is a world leader in the design and manufacture of ultrasonic sensor technology for marine and industrial applications. The Company's product line includes advanced ultrasonic transducers, flow sensors, WeatherStation® instruments, and electronic compasses used for a wide variety of applications including fishing, navigation, meteorology, survey, level measurement, process control, and proximity sensing. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire, with distribution offices in Lake City, South Carolina; and Saint Malo, France. Visit the Company's web site at www.airmar.com.

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AIRMAR®...IT'S WHAT'S UNDER YOUR BOAT.