



NEWS RELEASE

For more information contact:
Suzanne M. Hawley
Public Relations
AIRMAR Technology Corporation
suzannehawley@comcast.net
603-487-2038

FOR IMMEDIATE RELEASE:

AIRMAR UNVEILS NEW BROADBAND TRANSDUCERS

Company's CHIRP Transducers Revolutionize Fishfinder Technology

MILFORD, NH. (August 17, 2011) – AIRMAR Technology Corporation is pleased to announce the introduction of their new broadband transducers with enabling technology for next generation CHIRP (compressed high-intensity radar pulse) fishfinders. When Airmar's new transducer is paired with a broadband fishfinder with receive signal processing, the result is five times greater sensitivity and performance than current fishfinder technology. CHIRP delivers extreme target detail and resolution down to 10,000 feet as well as precise discrimination between small, closely spaced fish. "We're excited to integrate a powerful technology used by the military and research organizations into our transducers at a reasonable price," stated Jennifer Matsis, Vice President of Sales and Marketing. "CHIRP is a game-changer for professional and sport fishing enthusiasts and is revolutionizing the fishfinder industry," Matsis added.

Airmar's new CHIRP transducers are designed to automatically sweep from 28kHz – 210kHz with no tuning necessary. It's now possible for customers to install one transducer and have the ability to fish popular frequencies of 28, 38, 50 and 200kHz, capturing unprecedented visibility of targets in the water column in both shallow and deep water. Improved target definition and clarity at low and high frequencies as well as the ability to find targets within "noise" at high speeds provide customers with serious performance. "It's a lot like going from analog television to HDTV," quoted Matsis. "Customers currently using CHIRP are reporting detection so exact that certain fish species can be identified at depths never before imaginable," she added.

Traditional marine fishfinders operate at discrete frequencies such as 50 kHz and 200 kHz, use relatively short-duration transmit pulses, and use narrowband sonar transducers. In contrast, CHIRP uses a precise sweep pattern of many frequencies within a long-duration transmit pulse from a broadband transducer, so the equivalent sound energy transmitted into the water is 10 to 1,000 times greater than a conventional marine fishfinder. The echo energy returning to the transducer, superior to that generated by a conventional transducer, is then processed by the fishfinder's DSP (digital signal processing) computer and displayed in ultra-sharp detail on the display. The combination of CHIRP, a broadband transducer, and the fishfinder's DSP, results in dramatically better fish and bottom detection, superior depth capability, and significantly better performance at speed.

Only broadband fishfinders using Airmar CHIRP transducers can operate as a CHIRP fishfinder system. CHIRP-ready fishfinders currently available include Garmin's GSD 26 spread spectrum fishfinder and Simrad's BSM-2 broadband sounder. By the end of 2012, it is estimated that all major marine electronics manufacturers will incorporate CHIRP technology into their products. Airmar's complete line of twenty-four (24) CHIRP transducers are available in seven (7) different mounting options to accommodate almost any hull design and can be purchased at Gemeco Marine Accessories www.gemeco.com and Airmar EMEA www.airmartechonology.com/emea.

For more information on Airmar's CHIRP transducers including an in-depth explanation of CHIRP and how this new technology is changing the world of sport fishing, visit www.airmartechonology.com.

About AIRMAR

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