



*Sensing Technology*

## **NEWS RELEASE**

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### **AIRMAR ANNOUNCES PRESS EVENT, DEALER TRAINING AND NMEA SEMINAR AT METS 2012**

#### **Company to Present Award-Winning CHIRP Technology to International Audience**

**FOR IMMEDIATE RELEASE: MILFORD, NH. (October 31, 2012)** – AIRMAR Technology Corporation is pleased to announce a press event scheduled at the 25th annual METS (Marine Equipment Trade Show) in Amsterdam. The event, titled *'Award-Winning CHIRP Technology—A Game Changer for the Serious Angler'*, will be held on Tuesday, November 13th at 11:00am in Room G106 at the RAI Convention Center in the Netherlands. "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," quoted Jennifer Matsis, vice president of sales and marketing. "METS is the perfect place to showcase the technology to an international audience," Matsis added. The event will include the results from company's joint venture with Garmin, *'Bluefin Tuna 2012: Past & Present'*, a summer fishing expedition focused on utilizing CHIRP technology to locate Atlantic bluefin tuna in the waters surrounding Scotland. RSVP to [jpiper@airmar.com](mailto:jpiper@airmar.com) to attend the press conference.

Prior to the press event on Tuesday, AIRMAR will be conducting dealer training—*'Getting to the Bottom of CHIRP Technology'* at 9:00am, also in room G106. The presentation will address the major benefits of CHIRP technology, provide guidance to dealers and customers with selecting the right CHIRP transducer for their application and answer common CHIRP related questions. Dealers interested in attending should RSVP to Jennifer Piper at [jpiper@airmar.com](mailto:jpiper@airmar.com). Later in the week, AIRMAR will take part in the NMEA (National Marine Electronics Association) seminar titled *'CHIRP Sounder Technology'* scheduled for Thursday, November 15th from 10:00am – 12:00pm in Room D201. AIRMAR's stand is located at 01.207.

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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](http://www.airmar.com).

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