



*The AIRMAR EMEA Team –
Nadine Chevreul, Bertrand Picarda, and Neil Robertson*



Sensing Technology

NEWS RELEASE

For more information contact:

Nadine Chevreul
AIRMAR EMEA
sales@airmar-emea.com
+33 (0)2 23 52 06 48

FOR IMMEDIATE RELEASE:

EUROPEAN DISTRIBUTOR REPORTS 67 PERCENT SALES INCREASE FOR AIRMAR'S AWARD-WINNING CHIRP-READY BROADBAND TRANSDUCERS AIRMAR EMEA's Sportfishing Expertise, Technical Knowledge and Customer Service Promote Sales of CHIRP Technology

SAINT-MALO, FRANCE (April 9, 2013) – Since the introduction of AIRMAR Technology Corporation's award-winning CHIRP-ready broadband transducers to the US market in 2012, the demand from serious anglers to have CHIRP technology onboard has increased worldwide. AIRMAR's subsidiary, AIRMAR EMEA, serving markets in Europe, Middle East, and Africa, has experienced a 67 percent jump in sales of CHIRP-ready broadband transducers since they introduced this game-changing technology to the high-end sportfishing market in Europe one year ago. AIRMAR EMEA is seeing the fastest growing market for CHIRP technology in Scandinavia for use in commercial and sportfishing applications. Despite the difficult economic climate in Europe, overall sales for AIRMAR EMEA are up 12 percent year-to-date.

AIRMAR EMEA general manager, Bertrand Picarda, stated, "I foresee tremendous opportunities and continued sales growth for CHIRP products in Europe and the region because of the additional support AIRMAR EMEA can provide to distributors, installers and system integrators looking to incorporate CHIRP technology into their product lines. In addition to our team's expertise in marine electronics, our knowledge of big game and European fishing is key to our ability to assist customers with the proper selection, installation, and operation of CHIRP-ready broadband transducers including integration with CHIRP fishfinding machines." Picarda has over a decade of experience in big game fishing tournaments including two national championships.

Capt. Kjell Hansen of [Team Scandinavian Trolling](http://scandinavian-trolling.blogspot.se) in Oskarshamn, Sweden recently quoted, "During the process of outfitting my custom-built Beason, I contacted AIRMAR EMEA with questions on selecting the best CHIRP transducer for my new broadband sounder. Taking into consideration the boat's hull deadrise and transom angle, they were able to recommend the ultimate thru-hull CHIRP transducers for my echosounder and CHIRP module application. As well as providing explicit installation instructions including helpful wiring diagrams, they were well-versed on how to set up my new sounder to achieve the vertical resolution and ultra-fine detection necessary for the type of competitive fishing we participate in." Hansen added, "With the kind of technical knowledge and fishing experience AIRMAR EMEA demonstrated, we were confident that our new CHIRP system would provide the best possible results, which has now been proven time after time". For more information about *Team Scandinavian Trolling* including a full compilation of CHIRP screen shots, visit <http://scandinavian-trolling.blogspot.se>.

In addition to providing the enabling technology for CHIRP-ready fishfinders, AIRMAR's CHIRP-ready broadband transducers enhance fish detection on virtually all of today's fishfinders, including many non-CHIRP machines. With the ability to adjust frequency, an echosounder with advanced digital processing can operate AIRMAR's broadband ceramics anywhere in the entire frequency band of 28 kHz – 210 kHz. When an AIRMAR broadband transducer is paired with a broadband fishfinder with receive signal processing, the result is five times greater sensitivity and performance than current fishfinder technology.

AIRMAR received the 2012 NMEA (National Marine Electronics Association) Product Award for the company's CHIRP-ready broadband transducers. For more information on AIRMAR's CHIRP-ready broadband transducers including an in-depth explanation of CHIRP and how this new technology is changing the world of sportfishing, visit www.airmartechology.com.

AIRMAR's complete line of twenty-four CHIRP-ready broadband transducers can be purchased through AIRMAR EMEA by calling +33 (0)2 23 52 06 48.

About AIRMAR EMEA

Established in 2008, AIRMAR EMEA is a subsidiary of AIRMAR Technology Corporation. The company distributes AIRMAR's product line of advanced ultrasonic transducers, flow sensors, WeatherStation® instruments, and electronic compasses throughout the Europe, Middle East and Africa region. Located in Saint-Malo, France, AIRMAR EMEA's custom-built facility is designed to meet the demands of AIRMAR EMEA's customer-oriented business model. The 400 square meter state-of-the-art facility provides significant space to maintain an impressive inventory of AIRMAR's growing product line, resulting in superb product availability, selection, and short lead times.

www.airmartechology.com

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