



Sensing Technology

NEWS RELEASE

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Airmar Technology Releases Redesigned, User Friendly Website Advanced Search, New Industry Solution Pages, and Updated Cross Reference Highlight Changes

FOR IMMEDIATE RELEASE: MILFORD, NH. (May 16, 2016) – AIRMAR Technology Corporation, experts in the design, engineering, and manufacturing of innovative ultrasonic transducers, is pleased to announce the release of our new, fully-featured website airmar.com. Airmar’s new site has been completely redesigned with simple site navigation and advanced search in mind.

Airmar’s new website is built to cater to the many different boaters, sport fishing enthusiasts, scientists, and industry professionals who depend on the reliability of Airmar products. “At Airmar we understand that our end-users utilize our products for a wide variety of applications. Therefore, in response to customer feedback, Airmar has included industry specific solution pages, to help bring users to the Airmar products that apply most to their needs. Whether sensing through water, sensing through air, or sensing weather; Airmar’s industry solutions pages can be used to help guide visitors to the product right for them,” said Jennifer Piper, Marketing Manager.

Airmar has also incorporated advanced search into the new website, making it easier than ever to find a specific Airmar product. For marine applications such as boating and fishing, a new product search has been added to the marine transducer section of the website, as well as an additional product filter to get product search results quickly. This has been incorporated to help narrow down airmar transducer offerings for users that know their fishing conditions, but may not know what transducer is best for their need. Links to our various brands and distributors are also accessible directly from the home page.

Connecting with Airmar through social media has never been easier than now, with links to our Youtube videos, Airmar's blog, and LinkedIn page. To visitors that come from all over the world, Airmar has included German, Spanish, Italian, and French language options.

Product pages on the new site have been overhauled to include additional product information as well as installation/owner's guides and technical information. Airmar's transducer cross-reference has also been updated to include our newest products, transducer compatibility with various echo sounders, and additional information that was not included in the older version.

The new Airmar website is developed with responsive design so it is viewable from any mobile platform or device.

[Visit Airmar's new website today!](#)

About AIRMAR

Airmar Technology Corporation is a world leader in ultrasonic sensor technology for marine and industrial applications. We manufacture advanced ultrasonic transducers, flow sensors, WeatherStation instruments, and electronic compasses used for a wide variety of applications. Fishing, navigation, meteorology, survey, level measurement, process control, and proximity sensing are just some of our markets. Established in 1982, Airmar's headquarters are located in Milford, New Hampshire. Visit the Company's web site at www.airmar.com.

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