



Sensing Technology



NEWS RELEASE

For more information contact:
Jennifer Piper
AIRMAR Technology Corporation
jpiper@airmar.com
603.673.9570

Suzanne Hawley
suzannehawley@comcast.net
603.487.2038

FOR IMMEDIATE RELEASE:

AIRMAR RECEIVES 2012 NMEA PRODUCT AWARD CHIRP Broadband Transducers Win Marine Specialty Category

MILFORD, NH. (October 22, 2012) – AIRMAR Technology Corporation is pleased to announce winning one of the 2012 NMEA Product Awards at the National Marine Electronics Association Conference and Expo in Orlando, Florida earlier this month. AIRMAR’s CHIRP broadband transducers took home the honors in the ‘Marine Specialty’ category. “We are delighted to receive this prestigious award and appreciate the recognition from fellow NMEA members,” quoted Jennifer Piper, AIRMAR’s marketing manager. “Of the nine contest categories, Marine Specialty had the largest number of entries making this year’s contest especially competitive,” added Piper. By the end of 2012, it is estimated that all major marine electronics manufacturers will incorporate CHIRP (compressed high-intensity radar pulse technology) into their fishfinder product line.

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. CHIRP delivers extreme target detail and resolution down to 10,000 feet as well as precise discrimination between small, closely spaced fish. Improved target definition and clarity at low and high frequencies (28kHz – 210kHz with no tuning necessary) as well as the ability to find targets within “noise” at high speeds provide customers with serious performance. For more information on AIRMAR’s new broadband transducers including an in-depth explanation of CHIRP and how this new technology is changing the world of sport fishing, visit www.airmartechology.com.

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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.



*Jennifer Piper, Marketing Manager, AIRMAR receives 2012
NMEA Product Award from Bruce Angus, Executive Director,
NMEA*

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