



*Sensing Technology*

## **NEWS RELEASE**

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### **AIRMAR NAMED AS PRESENTER AT WORLD'S LARGEST MARINE TRADE SHOW NMEA Seminar Focuses on Award-Winning CHIRP Technology**

**FOR IMMEDIATE RELEASE: MILFORD, NH. (November 6, 2013) – [METS 2013](#)**

(Marine Equipment Trade Show) is the world's largest trade exhibition of equipment, materials and systems for the international recreational marine industry. AIRMAR announced today their role as a leading presenter at the show's ConnectFest & Educational Seminar Series presented by NMEA (National Marine Electronics Association).

AIRMAR's seminar titled 'CHIRP Sonar' will focus on the company's award-winning CHIRP broadband transducers and the revolution that has fueled the development of today's most sophisticated echosounders. Jennifer Matsis, vice president of sales and marketing quoted, "METS is a perfect platform to showcase the latest marine innovations and NMEA's ConnectFest will provide us with a targeted audience of customers interested in understanding the benefits of CHIRP technology." She added, "AIRMAR's seminar will explore the differences between traditional fishfinders and CHIRP systems, offer advice on proper transducer selection and installation, and provide an update on the latest CHIRP technology, including our company's new Wide Beam Transducers."

The AIRMAR seminar will take place on Wednesday, November 20<sup>th</sup> at 11:15AM in Room D203 (located in the Holland Complex entrance, stand ENT.02 - first floor). The ConnectFest and NMEA produced seminars are free admission and open to the public. To reserve your seat for the AIRMAR event, please RSVP to Jen Piper at [jpiper@airmar.com](mailto:jpiper@airmar.com) by November 15th.

AIRMAR Technology Corporation is also an exhibitor at METS. To experience the company's entire product line, visit AIRMAR at Stand 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<sup>®</sup> 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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