



Sensing Technology

NEWS RELEASE

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AIRMAR ANNOUNCES OPEN HOUSE AT INTERNATIONAL FISHING TOURNAMENT Award-Winning Technology Showcased at 2013 Bermuda Big Game Classic

FOR IMMEDIATE RELEASE: MILFORD, NH. (June 28, 2013) – AIRMAR Technology Corporation, experts in the design, engineering, and manufacturing of innovative ultrasonic transducers and sensor technology, today announced plans for an Open House at the 2013 Bermuda Big Game Classic. Free to tournament participants, the event will take place on Tuesday, July 9th at 5:30pm in the Gazebo Room at The Fairmont Hamilton Princess. In addition to providing anglers with tips on transducer selection and installation, AIRMAR will review the advantages of CHIRP technology and the company's award-winning broadband transducers.

"We are pleased to participate in an international event that draws some of the biggest names in big-game fishing," stated Matsis. "AIRMAR's Open House will give us a chance to meet the teams as well as provide them with an open forum to ask questions and provide feedback about transducer operation and performance," Matsis added. AIRMAR was recently awarded a 2012 NMEA (National Marine Electronics Association) Product Award for their CHIRP-ready broadband transducers.

AIRMAR is a second year sponsor of the Bermuda Big Game Fishing Classic, Bermuda's largest billfish event and the centerpiece of the Bermuda Triple Crown Billfish Championship. Entering its thirteenth year, The Classic is a three-day, big-fish team event with Top Team honors going to the team that tallies the most points during the tournament. This year's tournament takes place July 10 – 14, 2013 and is a qualifying event for the IGFA (International Game Fish Association) Offshore World Championship. A gold sponsor of the Classic, AIRMAR will be awarding the winner a CHIRP transducer of his choice.

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The introduction of CHIRP technology in the recreational/sport fishing market is the most significant advancement in fishfinder technology in over ten years. In addition to providing the enabling technology for CHIRP-ready fishfinders, AIRMAR's CHIRP broadband transducers enhance fish detection on virtually all of today's fishfinders, including many non-CHIRP machines. AIRMAR's broadband ceramics can operate anywhere in the entire frequency band of 28 kHz – 250 kHz, automatically searching for fish throughout the entire water column. The result is five times greater sensitivity and performance than current fishfinder technology including dramatically better fish and bottom detection, superior depth capability, and significantly better performance at speed. Since the company's launch of CHIRP-ready broadband transducers less than two years ago, nearly all major marine electronics manufacturers have incorporated CHIRP technology into their fishfinder product lines.

Visit AIRMAR on July 9th to learn about the revolution of CHIRP technology and how to turn your echosounder into a fishfinding machine. Participants interested in attending AIRMAR's seminar are encouraged to RSVP to Jennifer Piper at jpiper@airmar.com. Cocktails and light refreshments will be served.

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.

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