

## **NEWS RELEASE**

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### **AIRMAR INCORPORATES SINGLE BAND CHIRP TRANSDUCER OFFERINGS INTO PRODUCT LINEUP**

***Award-Winning Technology Compatible with Single Band CHIRP Echo Sounders***

**FOR IMMEDIATE RELEASE: MILFORD, NH. (June 30, 2015)** – As CHIRP technology continues to pave the path forward in echo sounder development, AIRMAR Technology Corporation, experts in the design, engineering, and manufacturing of innovative ultrasonic transducers, today announced a new line of single frequency band CHIRP-ready transducers designed for use with single band echo sounder systems. These single frequency band transducers will be offered as thru-hull and transom-mount installation options, and are available in many different frequency ranges to accommodate the various displays available to recreational fishermen. The ideal solution for sounder systems ranging from 300 W to 1 kW, these transducers offer medium frequency bands of 95-155 kHz, 80-130 kHz, or 85-135 kHz as well as the popular, high frequency wide beam transducer with 150-250 kHz.

“We are pleased to bring this innovative technology to the everyday fisherman at a lower price as a response to the new, single band echo sounder market,” stated Jennifer Piper, Marketing Manager, Airmar Technology. “This new CHIRP-ready product line will give us a chance to expand our presence so that salt *and* freshwater fishermen can reap the benefits of CHIRP technology.” These single band transducers are manufactured with ceramics from the proven dual-band CHIRP product line, but are offered in a single band. AIRMAR first launched the revolutionary CHIRP-ready transducer product line with several dual-band offerings in August 2011. The Company has been adding innovative options to it ever since.

The lineup of new transducers include:

Transom-Mount CHIRP Transducers

- TM150M
- TM185M
- TM185HW

Thru-Hull CHIRP Transducers

- B150M
- B75L, M, and H
- B175L, M, H and HW
- B785M
- B285M
- B285HW

This new product line is now available and shipping 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](http://www.airmar.com).

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