Shown above is the PM411LWM in action. This shot was taken with a GSD26 in North Carolina. The screenshot shows a group of sailfish at 150ft and another one at 250ft. The crew aboard *Tarheel* released a sailfish just moments after this was taken.

AIRMAR TECHNOLOGY CORPORATION

Sensing Technology

NEWS RELEASE

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AIRMAR ULTRA WIDE, 2kW CHIRP TRANSDUCERS FOR THE SPORTFISHING ENTHUSIASTS NOW SHIPPING

40-degree Beam Width Maximizes Coverage Under the Boat and Brings Back Sharper, Thicker Arches

FOR IMMEDIATE RELEASE: MILFORD, NH. (May 24, 2016) – As CHIRP technology remains at the forefront of echo sounder development, AIRMAR Technology Corporation—experts in the design, engineering, and manufacturing of innovative ultrasonic transducers—today announced that the new line of ultra wide beam CHIRP-ready transducers designed just for sportfishing applications and tournament fishing is now shipping.

This new transducer series provides even more coverage under the boat; offering a 40 degree beamwidth which equates to 440 feet of beam coverage in 600 feet of water—nearly triple the beam coverage of original CHIRP-ready transducers (see chart on page 2). Combining a low-frequency range of 40 to 60 kHz with a medium-frequency range of 80 to 130 kHz, this tournament series reveals more fish in the water column than ever before and is being reported by captains as the best transducer option.

-more-

"I am very impressed and the more I use it, the more I like it. It is by far the best transducer I have used to date while fishing for sails in depths ranging from 200-1,000 feet. The results I've seen on the echo sounder are so fascinating, they should be in National Geographic," says John Bayliss, Fisherman and Owner, Bayliss Boatworks.

Marine installers are also seeing a positive response to the new ultra wide series. "This season, I am seeing boat owners swap out existing 'ducers for the ultra wide transducer, without having to pay thousands for a new install because the size retrofits existing PM111, R109 and CM599 models. The transducers I have installed thus far have been very well received and are quickly becoming the choice transducer for 2kW sounders," said Joe Dieffenbach, Custom Marine Electronics, Stuart, FL.

In addition to getting more coverage under the boat and a wider beam, you get a nice combination of superior depth capability and maximum clarity. Now you don't have to trade clarity for depth! 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.

Beam Comparison Chart

Beam Diameter vs. Depth			
Depth	Beam Diameter		
	PM111LM/LH 15° Beamwidth	PM111LHW 25° Beamwidth	PM411LWM 40° Beamwidth
50 ft	13 ft	22 ft	36 ft
100 ft	26 ft	44 ft	73 ft
300 ft	79 ft	130 ft	220 ft
600 ft	160 ft	270 ft	440 ft
1000 ft	260 ft	440 ft	730 ft

Now available for purchase, get even more coverage under the boat with the 40° beamwidth!

The lineup of new transducers include:

- PM411LWM, Pocket Mount installation
- R409LWM, Thru-Hull installation

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