



## **NEWS RELEASE**

### **Scotty and Airmar Deliver Seeker Probe System for Downrigger Anglers**

Downrigger product leader Scotty teams with technology innovator Airmar to bring a comprehensive suite of data to onboard displays and mobile devices.

**FOR IMMEDIATE RELEASE: Victoria, BC (July 17, 2024)** – Scotty Fishing and Outdoor Products, the leading manufacturer of downriggers and trolling accessories, is pleased to announce the Scotty Seeker™. The most technologically advanced downrigger probe system available on the market. With the capability of reporting depth, speed and temperature, the Seeker™ probe transmits data back to the boat for display on the Seeker™ App on Garmin, Lowrance and mobile device screens.

The development of the Scotty Seeker™ was a collaborative effort by Scotty and Airmar Technology, the leading manufacturer of marine transducers and the company that brought Chirp sonar technology to the recreational fishing market. Airmar's expertise in acoustic underwater communication and software development has delivered a probe system that communicates data from the downrigger ball location faster than any other method. Scotty's leadership position and knowledge of trolling and downrigger products injected key user insight for the development of features and capabilities. Their strength in the retail channel ensures anglers will be able to find the Scotty Seeker™ alongside their trusted trolling accessories.

"The Scotty Seeker™ is delivering more precise data to anglers than they've ever had and putting it right on their fish finder screens where they need it. Big bold numbers and graphics that are easy to see from anywhere on the boat, including on the screen in your hand, that's a game-changer," states Eric Scott, Vice President of Operations at Scotty. He goes on to say: "The collaboration between Scotty and Airmar has been amazing and has produced a must-have fishing product for serious anglers."

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Each Scotty Seeker™ probe delivers the fastest update rate, with incredibly accurate depth, speed, water temperature sent to the boat every five seconds. The probe can also be put into “thermocline mode” which delivers depth and temperature data every 0.5 seconds.

The Seeker™ App is compatible with Garmin displays that have the OneHelm feature, Lowrance (Elite and HDS) and Simrad units (NSX, NSS Evo, NSO). The Seeker™ App can be launched on iOS or Android devices via wireless connectivity and on the multi-function display via ethernet connection. Probe data can be viewed split screen with mapping and sonar information for the most complete trolling data on one screen.

The Scotty Seeker™ package includes one probe, one charging dock, one communication hub, one hydrophone and one major boost in fishing confidence. The anticipated MSRP is \$1475. Additional probes are available at retail for \$599. For more information, visit [www.scotty.com/seeker](http://www.scotty.com/seeker). For more information regarding the Scotty Seeker™, please contact your local Scotty representative.

#### About Scotty Fishing & Outdoor Products

Over the years, Scotty, a 3<sup>rd</sup> generation family-run business, has continued crafting products for their passionate customer base with a team of employees dedicated to finding inventive solutions to continually improve their products. Since 1952, Scotty’s goals have remained the same: Design and build outstanding sport fishing equipment backed by best-in-class service. Scotty is incredibly grateful for all the customers and staff who made the last 70 years truly remarkable and is thrilled to carry on their legacy of innovation, quality and service. Visit the company’s website at <https://scotty.com>.

#### About AIRMAR

AIRMAR® Technology Corporation is a world leader in the design and manufacture of high-performance sensors for marine and industrial applications. We manufacture advanced ultrasonic transducers, electromagnetic flow sensors, WeatherStation® instruments and sensor monitoring systems used for a wide variety of applications. Recreational marine, commercial fishing, meteorology, ocean survey, process control and proximity sensing are just some of our markets. Established in 1982, AIRMAR’s headquarters are located in Milford, New Hampshire with 11 sales and tech support offices in 7 countries. Visit the company’s website at [www.airmar.com](http://www.airmar.com).

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