



Humminbird® Announces Changes that Provide More Options for Sonar, Cartography and Waypoint Management

EUFAULA, Ala. (July, 2009) – To assist anglers even further in adapting to ever-changing fishing environments, Humminbird® has announced new performance enhancements available on many of its 2010 fishfinder models.

Exclusive SwitchFire™ Sonar Offers Two “Clearly” Different Sonar Views

Humminbird has added an exciting sonar feature to its 2010 fishfinder models (excluding the PiranhaMAX™ line) that provides anglers with two distinct sonar displays. Exclusive SwitchFire™ Sonar has two modes that give anglers control of how they want to view the sonar images in specific fishing environments.

SwitchFire’s Max Mode unveils amazing detail that includes even the smallest subsurface objects, including suspended plankton, thermoclines and water current. Anglers also have the ability to precisely track their lure as it shows up on screen. Maximum detail of structure and fish are displayed in sharp sonar images.

In Clear Mode, SwitchFire filters through sonar returns and displays only fish and structure, providing the angler with a clean, uncluttered screen. This mode works especially well in shallow and rough water, or to reduce undesired clutter in the water column.

“SwitchFire gives anglers the best of both worlds with the touch of a button,” said Humminbird Product Manager Dale Logue. “Users can switch back and forth from a detailed or uncluttered view very easily. This allows them to display the view that best fits their specific fishing situation.”

To find out more about SwitchFire Sonar visit humminbird.com.

New Cartography Options Available on Select 2010 Humminbird® Models

Humminbird has announced changes in its cartography offerings for select models of its fishfinders for 2010.

For the first time, Humminbird Combo units in the 700, 900 and 1100 Series™ will be compatible with select LakeMaster® ProMap Hi-Definition Lakes cartography packages. Six different packages will be available for the next generation Humminbird models. They include Dakotas, Iowa/Illinois, Michigan, Minnesota, Wisconsin and Woods/Rainy (Ontario, Canada).

In addition, Humminbird will offer exclusive features on each LakeMaster ProMap package. New Lake Level Offset gives anglers the ability to adjust (or synchronize) the depth contours and shorelines of the LakeMaster charts on their Humminbird unit to reflect the actual water levels of lakes, reservoirs, and rivers. This will also change the depth number at the contour line. And the exclusive Highlight Depth feature allows the user to select and highlight a Depth Range for easier targeting of productive water.

For consumers who already own a 700, 900, or 1100 Series Combo, a free software download will be available at humminbird.com that will make their unit LakeMaster compatible. The LakeMaster-Humminbird Digital SD Cards will be pre-loaded with the selected ProMap Hi-Def cartography and retail for \$107.95 each.

Also new for 2010, Humminbird's standard pre-loaded cartography package for the 700, 900 and 1100 Series Combo models will be the new ContourXD™ by Navionics®, an enhanced version of UniMap™. The ContourXD basemap will contain coverage for over 3,000 U.S. lakes. The maps will include depth contour lines, US lights/markers, and major roads/interstates.

For more information on LakeMaster-Humminbird Pro Map Hi-Def packages or the standard Countour XD cartography visit humminbird.com.

New Humminbird® Feature Makes Managing Waypoints Easier

The sometimes daunting task of managing large numbers of saved GPS waypoints is being made easier on a new feature available on Humminbird's 2010 models of the 700, 900 and 1100 Series.

The new Waypoint Management System feature will give anglers the ability to easily organize and sort hundreds of waypoints that best fits their preferences.

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“Our new Waypoint Management System simply provides more options on how a fisherman might want to organize key waypoints,” Humminbird Product Manager Dale Logue said. “Up until now, the choices on how to name and sort waypoints have been somewhat restrictive. This

feature opens up a lot more options to manage this important fishing and navigational information.”

With the management system, waypoints can be sorted alphabetically, by nearest location or by most recently saved. The waypoints can be organized by several naming identifiers such as species, location, date or structure. In addition, Humminbird’s Waypoint Management System has added numerous, more intuitive icons to identify waypoints. Now available are fish specific icons such as bass, walleye and trout, and structure oriented icons like rockpile and weedbed. The actual waypoint name can also be easily changed with the new system.

Current owners of a 700, 900, or 1100 Series combo will be able to download a free software upgrade from humminbird.com that will update their unit to the new Waypoint Management System. To find out more about Humminbird’s Waypoint Management System visit humminbird.com or contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call 800-633-1468.

Johnson Outdoors Marine Electronics LLC consists of the Humminbird, Minn Kota and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Minn Kota® is the world’s leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.

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