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**FOR IMMEDIATE RELEASE**

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## **SIMRAD YACHTING DEBUTS STRUCTURESCAN™ SONAR IMAGING BRONZE THRU-HULL TRANSDUCER**

**Electronics Leader Introduces SideScan and DownScan Imaging Solution  
for Offshore, Thru-Hull Applications**

**Nashua, N.H.** – Simrad-Yachting, a leader in the design and manufacture of world-class marine navigation, autopilot, radar, communications and fishfinding systems, announced today at the 2010 Fort Lauderdale International Boat Show the premier of its new StructureScan™ Sonar Imaging bronze thru-hull transducer. Providing best-in-class SideScan and DownScan Imaging™ underwater views when combined with the StructureScan Sonar Imaging module and the Simrad NSE or NSO multifunction display, the new bronze transducer offers additional imaging functionality opportunities for larger, offshore vessels that require a thru-hull installation.

The StructureScan Sonar Imaging bronze thru-hull transducer features dual-frequency (455 kHz and 800 kHz) operation with a depth capability to an estimated 400 feet (122 meters) and side-viewing detail up to 240 feet (73 meters) on each side of the boat – displaying structure and fish targets as well as their side-imaging shadows.

Also compatible with Lowrance HDS and the StructureScan Sonar Imaging module, the new bronze thru-hull transducer has a 1.5-inch (38.1 mm) fairing block option with a 1-inch stem that can be cut to fit the dead-rise angle of a hull. The new transducer also features a StructureScan Y-cable to allow the connection of two StructureScan™ Sonar Imaging thru-hull transducers to one StructureScan module, for use on keeled vessels. The cable allows the StructureScan Sonar Imaging

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system to combine right and down beams from the starboard transducer and the left beam from the port transducer to produce a complete down-looking and side-scan view.

“Simrad’s StructureScan bronze thru-hull transducer sets a new standard for best-in-class performance for sonar-imaging applications,” said Louis Chemi, chief operating officer, Navico Americas. “Delivering greater depth capability and unparalleled underwater detail to a greater number of anglers, our new transducer marks another significant step forward in sportfishing marine electronics.”

Available in December 2010, the StructureScan Sonar Imaging bronze thru-hull transducer kit with Y-cable harness has a suggested retail price of US \$1,199 and can be purchased from authorized Lowrance and Simrad dealers throughout the United States. For more information on the StructureScan Sonar Imaging bronze thru-hull transducer, or the entire line of Simrad Yachting-branded professional-grade marine electronics, call toll-free 800-628-4487 in the USA or, or visit [www.simrad-yachting.com](http://www.simrad-yachting.com).

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Lowrance LSS-1 StructureScan Bronze Thru-Hull Transducer

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**About Simrad Yachting:** The Simrad brand is wholly owned by Navico, Inc., a privately held, international marine electronics company. Navico is currently the world's largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad and B&G. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. [www.navico.com](http://www.navico.com)