

**FOR IMMEDIATE RELEASE**

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## **LOWRANCE ELITE-5 DSI WINS ICAST 2010 NEW PRODUCTS SHOWCASE AWARD**

**New High-Resolution Fishfinder/Chartplotter With Photo-Like Underwater Detail  
Honored for Innovation Excellence**

**Tulsa, Okla.** – For the fourth year running, Lowrance has won the top marine-electronics innovation honors at the International Convention of Allied Sportfishing Trades (ICAST). Introduced at this year's event, the Lowrance Elite-5 DSI affordable fishfinder/chartplotter -- featuring exclusive DownScan Imaging™ (DSI) sonar technology -- received the Best Electronics award in the ICAST New Products Showcase.

At the 53<sup>rd</sup> annual sportfishing exhibition, New Product Showcase entries are judged by industry buyers and media representatives based on innovation, execution, workmanship and practicality. The winning Lowrance Elite-5 DSI combines revolutionary and exclusive Lowrance DownScan Imaging™ sonar technology with a brilliant color display, smart automatic fishfinder modes and simple, intuitive operation – all at a surprisingly affordable price.

“We designed the Elite DSI series to provide detailed, easy-to-understand viewing of underwater detail for the cost-conscious fisherman,” said Louis Chemi, chief operating officer, Navico Americas. “To have the industry's leading editors and buyers recognize the system with a New Product Showcase award is truly an honor as well as testament to our continued commitment of providing boaters with exceptional electronics innovation.”

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The Lowrance Elite-5 DSI features a new rugged, low-profile, dual-frequency Skimmer® DSI transom-mount imaging transducer with built-in temperature sensor, that operates at 455 kHz for wider and deeper coverage, and at 800 kHz for more concentrated scans in shallower conditions with greater target separation. The built-in, high-sensitivity 16-channel GPS+WAAS antenna ensures out-of-the-box, plug-and-play navigation, plus internal memory for up to 3,000 waypoints, 100 routes with 100 waypoints per route and 100 retraceable plot trails with up to 10,000 points per trail. A waterproof microSD memory card slot supports multiple mapcard options, including LakeMaster®, Fishing Hot Spots® Pro USA, Navionics® Gold and HotMaps Premium charts.

The new Lowrance Elite DSI series also includes a fishfinder-only model (Elite-5x DSI), in addition to a fishfinder/chartplotter bundled with a Lowrance-exclusive special-issue Navionics® Gold microSD chartcard (Lowrance Elite-5 DSI Gold).

Lowrance is a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992. To locate an authorized Lowrance dealer near you, and learn more about the Lowrance Elite DSI series – or the entire Lowrance line of marine electronics – please visit [www.lowrance.com](http://www.lowrance.com).

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Elite-5x DSI



Elite-5 DSI

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**About Lowrance:** The Lowrance® 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 five well-established marine electronics brands: B&G®, Eagle®, Lowrance®, Northstar™ and Simrad®. [www.navico.com](http://www.navico.com)