



Sensing Technology

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AIRMAR INTRODUCES P48W 200 kHz ADJUSTABLE, WIDE-BEAM, TRANSOM-MOUNT

Industry's widest 200 kHz transducer can help win fishing tournaments

Milford, N.H. – April 23, 2009 - Airmar's new P48W, 200 kHz, Transom-Mount, transducer is designed to help freshwater and in-shore saltwater tournament anglers see more fish on their fishfinder. P48W is compatible with popular, mid-power, 200 kHz fishfinder models from Lowrance, Raymarine, Garmin, and Humminbird. With a depth capability of 400 feet, no fish will go unseen due to the extremely wide 38° x 12° beam.

The P48W's innovative design allows fishermen to manually change the transducer beam direction based on specific fishing conditions. When the beam is in the default port-starboard position, a wide 38° x 12° beam will mark more fish and bait to the port and starboard of the boat. Turn the beam to the bow-stern position, and the 12° x 38° beam will detect changes in bottom composition as the boat moves forward. Airmar measures transducer beamwidth at -3 dB, making the P48W the industry's widest recreational transducer available. This makes it a must have for tournament circuit bass fishermen and in-shore saltwater fishermen. Other transducer manufacturers measure their beams at -6 dB and -10 dB, giving the false impression of a wider beam. For example, the P48W's 38° x 12° beam would increase to 52° x 16° if Airmar measured the beam pattern at -6 dB.

The highly sensitive 200 kHz ceramic—the heart of the P48W can easily detect the slightest changes in bottom composition, and the integrated temperature sensor quickly relays changes in water temperature to the connected fishfinder display. If transom-mounting the P48W is not an option, the unit can also be installed as a trolling-motor mount, as shown in the attached photo.

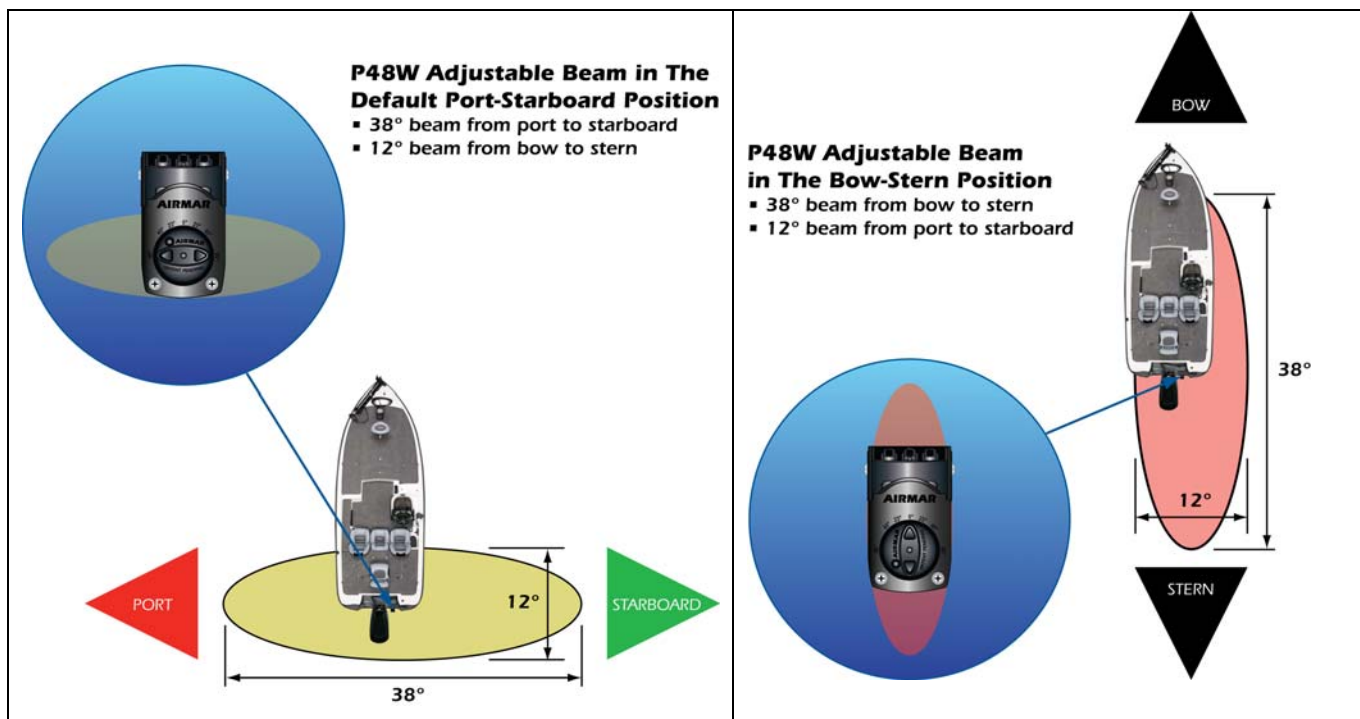
For more information on the Airmar P48W, as well as the company's complete line of transducers for the marine electronics industry, contact Airmar Technology Corporation, 35 Meadowbrook Drive, Milford, NH 03055. Telephone (603) 673-9570. Or visit the company's informative website at www.airmar.com.

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Availability: April 2009

Estimated Retail Price: \$149.00



High-resolution images available — email mreedenaer@airmar.com