

June/July 2007

The **S**OUNDER



Welcome

The **Sounder** is Airmar's bi-monthly newsletter that presents our newest innovative products, offers hands-on installation tips, explains our quality features, and acquaints OEMs, installers and the press with our company's resources.

June 2007 Features

- 1 kW Tilted Element™ shipment update
- New R299 In-Hull Transducer
- Gemeco's new website

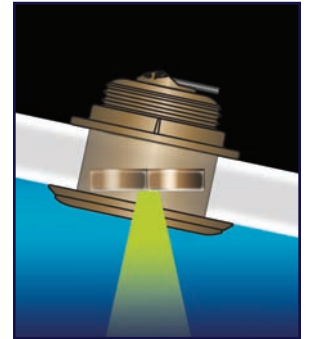
If you know someone who would like to receive this informative newsletter, or if you would like to unsubscribe, please email mreedenaer@airmar.com.

1 kW Tilted Element™ Update

Delivery of our new, 1 kW Bronze B164 Tilted Element transducer is scheduled for the end of July. Place your orders direct through the appropriate OEM, Gemeco, or Airmar Europe. The full specification sheet on the B164 transducer is available on our website www.airmar.com.



B164



New R299 Transducer

Combines Advantages of In-Hull Design with Broadband 2 to 3 kW Performance

The new R299 is the ultimate in-hull transducer for captains of large, fiberglass-hulled sportfishing yachts who want to maximize sounder performance and find more fish—inshore, offshore and anywhere in between. This new Broadband product is the only sportfishing transducer on the market that can operate at nearly all of the high-end fishfinder operating frequencies.

Rated at 3kW in the low-frequency range (33 kHz to 60 kHz) and 2kW in the high-frequency range (130 kHz to 210 kHz), this transducer delivers super low “ringing” for the highest possible discrimination between closely spaced fish targets. The R299’s Broadband Technology allows it to operate at **any** frequency between 33 kHz and 60 kHz (low) and 130 kHz to 210 kHz (high), meaning the frequency can be adjusted by the user to alter the R299’s beamwidth and depth capabilities to best suit the fishing conditions or situation. The higher frequencies will transmit a narrow-beam, while the low frequencies will transmit a wider beam.

For anglers bottom fishing in 200 feet of water, a narrow 200 kHz high-frequency beam will display extreme bottom detail and fish holding tight to structure. When targeting tuna or billfish offshore, a wider low-frequency beam will not only give deep-water bottom detail, but also show more fish and bait schools around the vessel. If the echosounder is “tunable”, users can dial the frequency up or down a few kHz if there are boats fishing nearby, eliminating interference from other transducers operating at “traditional” frequencies such as 50 and 200 kHz. By covering a continuous frequency spectrum, the R299 can optimize fish-finding performance with these next generation of “tunable” sounders—making it a wise marine electronics investment today and tomorrow.



R299 / R399

With their inherent design advantages (no holes to drill, no cavitation and improved sounder performance at speed), in-hull transducers are growing in popularity with builders and owners of high-end sportfishing yachts 40 feet and up. This powerful transducer takes in-hull performance to a new level, providing a perfect match for the world’s most powerful color sounders and the most demanding sportfishing captains. In addition, Airmar’s exclusive Transducer ID™ feature uses an embedded microcontroller that transmits important transducer data to the echo sounder, which optimizes performance and makes the transducer and sounder run as a precisely tuned system.

Airmar's R299 is the only in-hull transducer capable of operating at both 38 kHz and 50 kHz—popular low frequencies for professional-grade sounders. For fisherman needing lower frequencies such as 28 kHz, a R399 model is available. This unit has the same form and function as the R299, but operates at **any** frequency between 25 kHz to 45 kHz (low) and from 130 kHz to 210 kHz (high). Both the R299 and R399 are designed for easy installation inside the vessel's hull, shooting their powerful beam through virtually any thickness of solid fiberglass. The innovative mounting tank (designed to be filled with non-toxic propylene glycol) can be easily customized to provide vertical-beam orientation regardless of hull deadrise angle.

The estimated retail price of the R299 and R399 is \$2,995 and the products will be available for shipment in July.

To find out more, visit www.airmar.com.

Gemeco Unveils New Website

Be sure to check out our U.S. distributor's new website www.gemeco.com. This site is packed full of useful information for their network of nearly 4,000 marine electronics dealers in the U.S. and abroad. The goal of Gemeco.com is to deliver as much easy-to-find, easy-to-understand marine accessory information as possible. Site visitors can view the entire product line which includes not only transducers, but transducer parts, NMEA and networking components, power management, cables and connectors, mounts, antennas and cartography.

The site is designed so dealers can quickly navigate to products or areas of interest. Gemeco.com also has a link to Airmar's popular transducer FAQ section. Powered by the innovative RightNow® program, this section is more than a static list of questions and answers. Visitors can ask transducer questions and instantly view a list of related FAQs and answers arranged in order of their frequency and relevancy. Gemeco's mission is to give dealers access to a broad range of solutions to accommodate all transducer, NMEA networking, and marine-accessories challenges.

