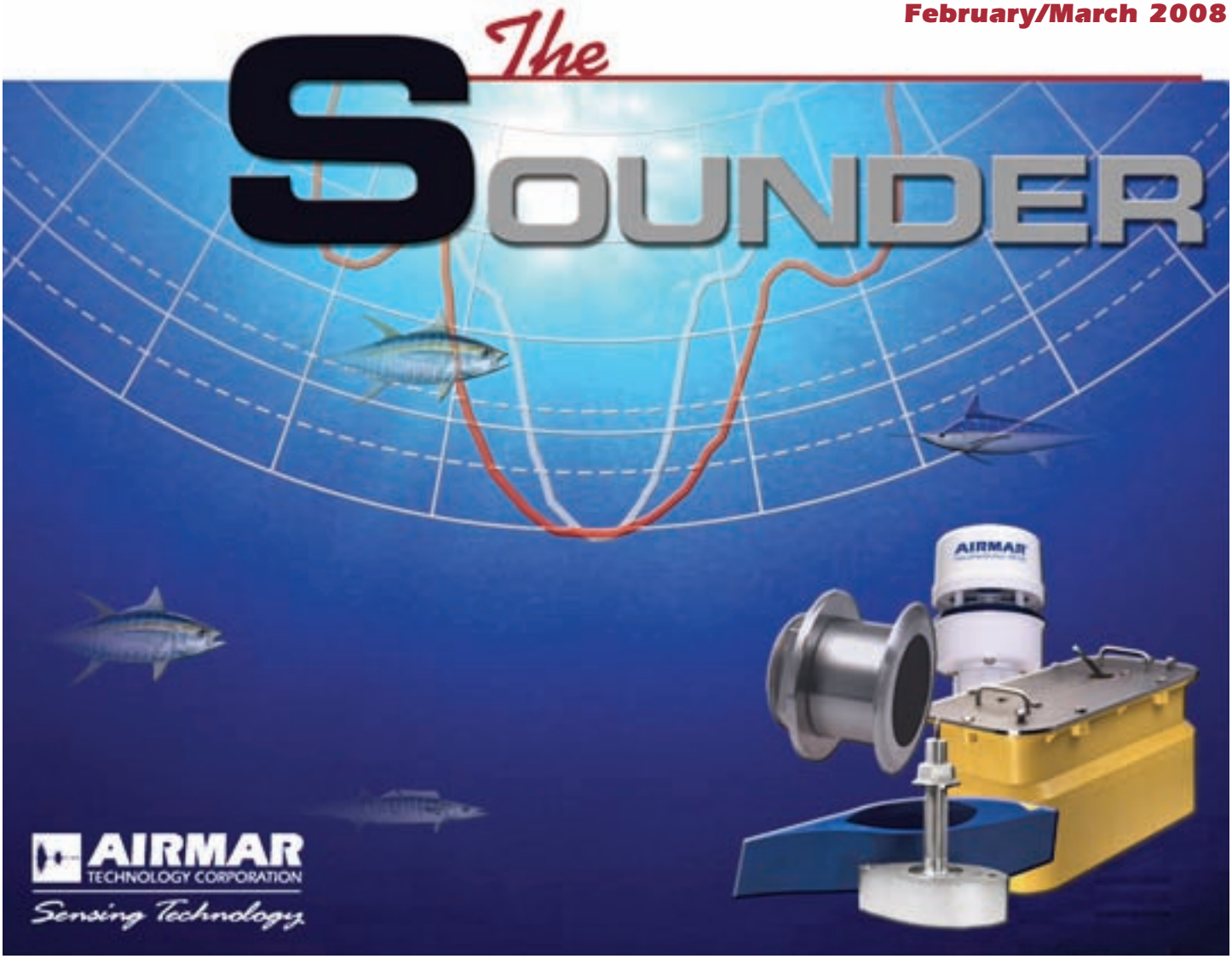
February/March 2008



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.

February/March 2008 Features

- Airmar opens new European Facility
- New High-Performance Tilted Element™ Transducers
- Affordable NMEA 2000® cables and connectors
- Airmar unveils new DT800 broadband Smart™ Sensor

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

Grand Opening—Airmar EMEA

Airmar Technology is pleased to announce the grand opening of Airmar EMEA (Europe, Middle East, Africa) located in Saint-Malo, France. Airmar EMEA will distribute Airmar Technology's line of transducers, NMEA sensors and accessories, WeatherStation™ instruments, Compass and GPS sensors throughout the Europe, Middle East and Africa region.

The Airmar EMEA Saint-Malo facility is a new 5,000 square foot (400 square meter) building that has been custom designed to fit the needs of Airmar's customer service oriented business model. This new facility provides significant space to maintain inventory of Airmar's growing product line resulting in better product availability, selection and shorter lead times. The move from our present office in Birkerod, Denmark will also allow for future expansion of the product line to include additional marine accessories such as mounts, connectors, and NMEA0183/2000 networking products, as well as provide ample room for in-house training seminars.

On behalf of Airmar Technology, we wish to express our sincere thanks and appreciation to Joke van Beusekom and Erik Lauridsen for their time and service in running Airmar Europe for the past seven years. Additionally, we want to express our gratitude to the customers of Airmar Europe who have been loyal over these past years; your business is very highly valued.

Airmar EMEA will open on February 25, 2008 and will be run by Sales Manager, Bertrand Picarda. Bertrand has over 15 years of experience in the marine industry both in sales and fishing endeavors. His knowledge of marine electronics, transducers, selection and installation will surely be valuable to all of our customers. Bertrand is joined by Operations Manager, Nadine Chevreul who comes to Airmar EMEA from RAPALA France, and by Neil Robertson, who will serve as Warehouse Operator. The staff at Airmar EMEA and everyone at Airmar is committed to continuing and expanding the exceptional customer service you have come to expect.

The new contact information for Airmar EMEA is as follows:
Airmar EMEA 9, BIS Rue des Grands Jardins, ZI Sud, 35400 Saint-Malo, France
Phone: +33 (0)2 23 52 06 48 ▪ Fax: +33 (0)2 23 52 06 49 ▪ sales@airmar-emea.com ▪ www.airmar-emea.com

We welcome Bertrand, Nadine and Neil to the Airmar family and look forward to years of continued success, steady expansion and inspired innovation in the marine industry.

From Left to Right: Nadine, Bertrand, and Neil

New High-Performance, 1 kW Transducer Pairs

New SS264W and SS264N pairs available in 0°, 12°, and 20° tilts for ultimate fish finding

Blue-water tournament pros and weekend warriors are always looking for that little extra advantage—over the fish and the competition. Our latest innovations—the SS264W and SS264N Tilted Element™ Pairs—will soon become the edge tuna and marlin fisherman have been looking for. These thru-hull products are based on a pair of stainless steel, low-profile, Tilted Element transducers. The ceramic elements are tilted inside the housings to focus the beams straight down for more energy on fish targets and bottom, resulting in strong echo returns and detailed bottom readings at speeds over 30 knots. The low-profile transducer housings protrude only one quarter inch outside the hull, so they are perfect for all types of fast sportfishing vessels of any size.

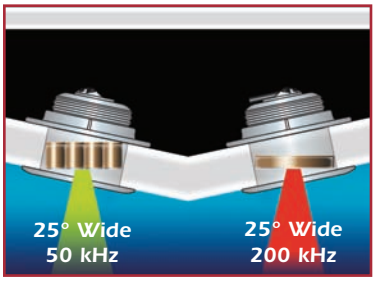
Designed for the Tuna / Marlin professional, the SS264W pair of wide-beam transducers—one for 50 kHz, (called the SS264-50kHz wide-beam) and one for 200 kHz, (called the SS264-200kHz wide-beam) have identical 25° beams. Traditionally, at 200 kHz, most transducers provide a narrow, focused beam in which fish swimming near the boat can go un-marked. At 50 kHz, the beam is wider, thus marking more fish, but resolution and detail are not as crisp. The SS264-200kHz wide beam transducer provides the beam coverage and resolution needed so that blue-water fisherman do not miss any fish or bait lurking close to the boat. At 200 kHz, fisherman get four times the coverage area than a typical high-performance 200 kHz transducer, allowing 1 kW echosounders to mark more gamefish and bait over a larger area.

The wide-beam at 50 kHz translates to superior deep-water sounding to depths down to 3000 feet while the 200 kHz transducer works best in shallow-water from 20 feet down to 300 feet. Since the beams are identical, the data being sent from the transducers lets knowledgeable skippers better interpret the fish echoes on a split-screen, dual-frequency display—which can, over time, lead to species identification and distinction between baitfish and gamefish. In order for fish to appear as arches on the display, the transducer beam must be over 20°. With the SS264W pair, the twin 25° beams will help fish appear more as arches at the same position on the split-screen (50/200 kHz) display. Identical wide-beam performance will also help anglers detect more fish while trolling or underway. When fishing at anchor, anglers can see which direction chum and hook baits are flowing in the current. None of this applies when using standard, narrow-beam 50/200 kHz transducers.

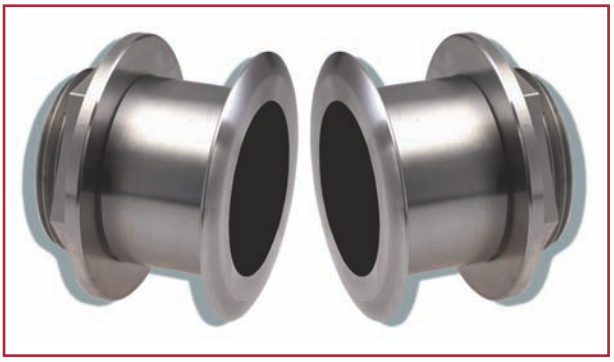
Designed for the bottom fisherman, the SS264N pair of wide and narrow-beam transducers—one for 50 kHz, (called the SS264-50kHz wide-beam) and one for 200 kHz, (called the SS264-200kHz narrow-beam) have distinctly different beams. The six degree, SS264-200kHz narrow-beam transducer caters to ground fisherman who are looking for a narrow and focused 200 kHz beam. The transducer is excellent for searching out grouper, cod and other groundfish holding tight to the bottom or holding close to or inside of structure and wrecks. This transducer couples up with the SS264-50 kHz wide beam transducer to make up a wide and narrow-beam SS264N Tilted Element™ Pair. A narrow and wide beam combination on the boat caters to the versatile fisherman who may be bottom fishing with the SS264-200kHz narrow-beam in the morning and billfishing with the SS264-50kHz wide-beam by afternoon.

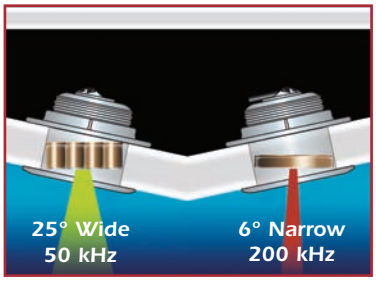
These low-profile thru-hull transducer pairs are the perfect solution for high-performance center consoles, trailerable boats, and other sportfishing vessels up to 80 feet that do not want a large thru-hull transducer with a high-performance fairing. With little to no protrusions below the hull, the Tilted Element Pair will not affect a vessel's running performance. At the same time, this low-profile design ensures a clean flow of water across each transducer face and optimal performance at speeds over 30 knots

If you want to get the ultimate picture for your high-performance 1 kW echosounder—and get an edge over the competition visit www.airmar.com for more information.



SS264W Tilted Element™ Pair



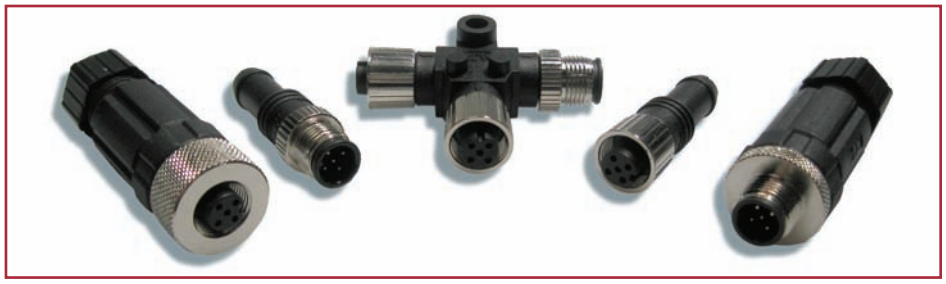


SS264N Tilted Element™ Pair

Affordable NMEA 2000® Cables and Connectors Are Here!

Airmar now offers a full-line of affordable, NMEA 2000® certified cables and connectors. These include backbone cables, single ended cables, drop cables, power tees, tee connectors, termination resistors and field attachable connectors. All of these products have been rigorously tested to comply with the NMEA 2000® standard.

For more information and pricing, contact either Gemeco Marine Accessories at 843-210-7000, sales@gemeco.com or Airmar EMEA at +33 (0)2 23 52 06 48, sales@airmar-emea.com.



Airmar Expands Smart™ Sensor Line with New High-Power, Broadband Tilted Element™ Transducers

Airmar has taken its proven Tilted Element™ and broadband technology and applied it to our leading line of Smart™ Sensor transducers. The result is the new DT800, a low-profile, retractable, thru-hull sensor that computes accurate depth and temperature data to any NMEA 0183 or NMEA 2000® display. The DT800 Tilted Element Smart Sensor is available in versions for NMEA 0183 or NMEA 2000® output, as well as customer-specific CAN protocols.

The DT800 (also available in a depth-only D800 model) operates at a frequency of 235 kHz, and can run simultaneously with other Airmar 50/200 kHz transducers on-board with no interference. Airmar's new Broadband ceramic element and urethane face combine to deliver depth readings to 600 feet, as well as accurate shallow-water readings in as little as 1.5 feet. Available in fixed 0°, 12° or 20° tilt, the DT800 is perfect for all power and sailboat applications. Because the ceramic is tilted inside the housing, the transducer beam is oriented straight down, resulting in strong bottom echo returns and accurate depth readings.

Airmar's Smart™ Sensors have embedded microelectronics—the transducer element and signal processor are only millimeters apart. The signal from the depth transducer is processed right inside the sensor itself. All that is needed to receive depth and temperature data is a single cable into a compatible device or display. The DT800 is sold with a choice of rugged housings— plastic, bronze or stainless steel—to accommodate any vessel type or hull material. The retractable housing with a self-closing valve reduces water flow into the vessel when the transducer is removed for cleaning. These low-profile housings do not affect hull performance and will provide accurate readings at high speeds.

To complete our line of Smart Sensor options, we also offer the DST800 TRIDUCER® Multisensor which combines depth, speed, and temperature in a single thru-hull housing. The P39 Transom-Mount TRIDUCER® Multisensor and the P79 In-Hull round up the offerings.

To learn more about the new DT800 or the complete line of Smart Sensor solutions visit www.airmar.com.

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