

**FOR IMMEDIATE RELEASE**

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## **LOWRANCE INTRODUCES X-SERIES FISHFINDERS**

**Affordable New Feature-Packed Fishfinders  
With High-Performance Lowrance Sonar Technology**

**Tulsa, Okla.** – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today its new X-Series of single- and dual-frequency fishfinders, the X-4, X-4 Pro and X-4 Portable. Delivering the high-performance sonar anglers have come to expect from Lowrance, the cost-efficient X-Series fishfinders feature a full 4-inch Film SuperTwist™ LED display for easy viewing especially in direct sunlight, with 4-level gray scale definition for superior clarity and target definition.

The Lowrance X-Series offers anglers single- and dual-frequency performance options for a variety of fishing and boating conditions. Equipped with a rugged, low-profile 200 kHz Skimmer® transducer, the X-4 delivers a wide, effective fish-detection area of up to 60-degrees with high-sensitivity settings to depths of 600 feet. The X-4 Pro features 83/200 kHz dual-frequency operation with up to 120 degrees of fish-finding coverage, while reaching depths of 1,000 feet. The X-4 models deliver impressive bottom readings at speeds up to 70 mph and feature a built-in water-temperature sensor.

The new performance X-Series models also feature innovative sonar technologies that make Lowrance fishfinders a favorite among anglers and boaters; including GRAYLINE® for precision separation of fish from nearby structure and the bottom, Advanced Signal Processing (ASP™) that automatically adjusts sonar settings to provide anglers with best picture, and FishTrack™ to display target depth readings above fish symbols.

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"The X-series provides excellent fishfinding performance at a fantastic low price," said Louis Chemi, chief operating officer, Navico Americas. "The combination of our proven sonar technology, straight-forward operation and crisp, easy-to-see displays offers anglers a reliable, high-quality solution for every fishing adventure."

Ideal for fishfinding use anywhere, the X-4 Portable model sonar and screen features are identical to the X-4, and comes with a soft-sided portable kit that includes a battery compartment and Skimmer™ transducer with suction-cup mount. All X-series fishfinders are waterproof to the IPx7 standard and are protected by a one-year limited warranty.

### Pricing and Availability:

Scheduled to reach store shelves in November 2010, the Lowrance X-4, X-4 Pro and X-4 Portable fishfinders will be offered through authorized Lowrance dealers throughout the United States and Canada at suggested retail prices of US \$79, \$99 and \$129, respectively. To locate an authorized Lowrance dealer near you, and learn more about the X-series of fishfinders—as well as the entire Lowrance product line—please visit [www.lowrance.com](http://www.lowrance.com).

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X-4



X-4 Portable

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X-4 Pro

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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)