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LOWRANCE INTRODUCES THE BR24 BROADBAND RADAR

Electronics Leader Unveils “New Wave” of Recreational Marine Radar for Use with HDS High-Definition System Multifunction Displays

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today its new innovative solid state radar solution, the BR24 Broadband Radar. The world’s first recreational marine Frequency Modulated Continuous Wave (FMCW) radome, the BR24 represents the next generation of radar safety, affordability and ease of use. Combining straightforward installation, flexible antenna placement options and low power draw, Broadband Radar is the clear choice for every type of vessel.

The ultimate vessel navigation and collision avoidance accessory, the new Lowrance BR24 brings boaters of important performance and safety benefits, including superior target definition and target separation in close quarters, where it matters most. Boasting range resolution to less than 3-meters, the BR24 eliminates close-in vessel blind spot (main bang) resulting in crystal-clear, highly-detailed intuitive views of surroundings to a 1/32 nautical mile range scale. Incredibly safe, the new radome transmits at 1/20,000 the power of traditional radar (less than 1/10th the energy of a cell phone) and emits no harmful radiation outside the dome, allowing for flexible installation on a vessel. Other innovative features of the BR24 include, advanced clutter rejection which virtually eliminates tuning; rapid cold start and InstantOn™ from standby which eliminates time-wasting warm-up; and an incredibly low power consumption (30%-50% more efficient) when compared with traditional pulse radomes.

“After more than five years of intense research, development and testing, we’re very pleased to introduce this important breakthrough to the recreational marine industry,” said Jens-Thomas Pietralla, president and CEO, Navico. “Broadband Radar is a perfect example of our commitment to pioneering new technology and developing innovative new products. We didn’t simply enhance currently available technology; we took a bold new approach to developing

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better, safer and easier-to-use radar systems.”

Compatible with all Lowrance HDS (High Definition System) 5-, 7-, 8- and 10-inch multifunction displays, the Lowrance BR24 provides an effective 24 nm range and supports chart overlay, display networking, and more. The compact 18” radome measures 11.02-inch high x 19.27-inch diameter (280 mm x 488 mm), weighs 16.3 pounds (7.4 kg), and installs quickly with an easy-to-route 0.5-inch (13.5 mm) diameter scanner cable. Drawing 17 watts during operation (1.6 watts standby) the radome has an operating temperature range of -25 to +55-degrees Celsius. The BR24 is waterproof to the IPX6 standard, and is protected by a 2-year warranty.

Price & Availability:

The new Lowrance BR24 Broadband Radar has a price of U.S. \$1,699.00, and will be available in the second quarter of 2009 for purchase from authorized Lowrance dealers and distributors throughout the United States and Canada. For more information on the Lowrance BR24 Broadband Radar, or the entire Lowrance line of marine electronics, please visit www.lowrance.com or call toll-free 1.800.324.1356 in the USA or 1.800.661.3983 in Canada.

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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®.



Lowrance BR24 Broadband Radar

This image and others are available as high-resolution JPEGs or TIFFs

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