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LOWRANCE DEBUTS NEW HANDHELD VHF RADIO WITH BUILT-IN GPS RECEIVER

Marine Electronics Leader Offers Affordable, Floating, GPS-Enabled Handheld VHF

Tulsa, Okla. – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today the newest addition to its VHF product line, the LHR-80 VHF/GPS handheld marine radio. Enhanced with a built-in GPS receiver, the Lowrance LHR-80 is a full-featured, free-floating, handheld unit with the added convenience of a simple plotter with Great Circle waypoint navigation, Man Over Board functionality and storage for up to 500 waypoints. Offering the spot-on accuracy boaters expect from Lowrance best-in-class GPS technology, the LHR-80's combination of location-awareness, advanced features and high-performance VHF functionality increases safety and allows boaters to make the most of their time on the water.

Rugged and reliable, the Lowrance LHR-80 delivers high-quality functionality with handheld convenience. With its huge 128 x 128 pixel LCD with adjustable contrast settings and backlighting, and prominent channel display, the radio is easy to view in both daytime and nighttime applications. "Track-Your-Buddy", a feature unique to the Navico family, is available on US models of the LHR-80. Using the built-in GPS sensor and DSC feature of the radio, "Track-Your-Buddy" allow boaters to pinpoint and display the exact location of other vessels using LL position polling techniques. The handheld's "Get Buddy" feature transmits the radio's position by a simple push of a button, allowing buddies to receive bearing and distance data from the radio on other LHR-80 units. Additional features of the LHR-80 VHF/GPS marine radio include a choice of high or low (5W to 1W) transmission power; latitude, longitude and time display; a distress call button with hinged door; the ability to select and program up to three

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favorite channels on a dedicated key; flexible dual and tri watch for greater channel monitoring; weather alerts and an easily accessible buddy list of up to 20 people.

"We are proud to offer boaters the LHR-80 VHF/GPS handheld marine radio," said Gordon Sprouse, director of marketing for all Navico Americas brands. "Lowrance is dedicated to providing boaters with the most advanced technology and our LHR-80 radio clearly epitomizes this commitment. The LHR-80 handheld radio provides cutting-edge telecommunications technology and adds high-performance GPS functionality, as well as an array of innovative features that make the entire boating experience more safe and enjoyable."

The Lowrance LHR-80 VHF/GPS radio comes with a belt clip, wristband, rubber duck antenna, desktop charger with 120V AC wall adapter and a 7.4V 1400mAh Li-ion battery pack. Providing additional convenience, the power-saving circuitry utilized in the handheld's manufacturing allows the radio to withhold a battery charge for up to 10.5 hours while under GPS function. The LHR-80 has digital selective calling capacity that meets the United States Coast Guard SC-101 standard and is NMEA compatible when in the charger dock, JIS-7 waterproof and floatable, and protected by a 2-year warranty.

Price & Availability:

The new Lowrance LHR-80 VHF/GPS radio has a suggested retail price of US \$219.00 and is available for purchase from authorized Lowrance dealers and distributors throughout the United States and Canada. An optional 12V cigarette lighter cord for the desktop charger may be purchased separately. For more information on the LHR-80 VHF/GPS radio, or to learn more about Lowrance and its entire product line, please visit www.lowrance.com, or call 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®.



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

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