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## **LOWRANCE DEBUTS SIRIUS® WEATHER AND RADIO MODULE FOR NEW HIGH-DEFINITION SYSTEMS**

*Electronics Leader Debuts Marine and First-Ever SIRIUS Smart Antenna For Boaters*

**Tulsa, Okla.** – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today a powerful optional feature for its groundbreaking High Definition Systems (HDS), the LWX-1 SIRIUS® Weather/Audio Module. Providing the ability to integrate SIRIUS subscription services into the innovative new series, the LWX-1 delivers real-time weather data and stereo-quality satellite radio to HDS users. When combined with a new HDS system, the new Lowrance LWX-1 provides the ultimate combination of safety and entertainment for any boater.

Designed to provide SIRIUS high-resolution, real-time weather and satellite radio compatibility, the LWX-1 is a valuable Lowrance HDS addition. The compact smart antenna module is easy-to-install and delivers ethernet output to a single HDS unit or multiple HDS displays, as well as high-quality stereo-output to any onboard sound system.

Available in two affordable U.S. subscription package choices from SIRIUS, boaters can select the weather solution they desire based on their style of boating. The SIRIUS Inland Content Package includes high-resolution weather radar, lightning and other cross-country weather features. The SIRIUS Coastal Content Package includes a comprehensive compilation of weather and sea-condition information including extensive forecasts of sea-surface temperature, as well as wave and wind speed and direction. For a small additional monthly fee, boaters can add 120-channel crystal clear radio service that includes a wealth of audio broadcasts including music, news, NASCAR, NFL and college football to name a few.

“Lowrance is committed to enhancing the safety and enjoyment of time spent on the water for all boaters regardless of their pursuits,” said Gordon Sprouse, director of marketing for all Navico Americas brands. “With the addition of SIRIUS compatibility to our new HDS series via the LWX-1, boaters have more power at their fingertips than ever before including extensive weather data for added safety and SIRIUS satellite radio for some good tunes, the latest news or the play-by-play of any live sporting event.”

Fully weatherproof, the LWX-1 is designed for deck flush-mounting with both pedestal and pole mounting options. The antenna measures 4.87 x 3.63 x 1.63-inches, weighs 1.6-pounds and draws .25-amps at 13.6Vdc. To ensure weather data retention during power interruptions such as refueling, the LWX-1 features internal memory capable of saving received data for up to 30 minutes.

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### **Price & Availability:**

The Lowrance LWX-1 SIRIUS Weather/Audio Module has a retail price of \$349.00 and is available through authorized Lowrance dealers and distributors throughout the United States and Canada. For more information on the LWX-1, the SIRIUS weather and satellite radio packages rebate, the Lowrance HDS series, or to learn more about Lowrance and its entire product line, please visit [www.HDSrevolution.com](http://www.HDSrevolution.com).

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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®.