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## **LOWRANCE DEBUTS MARK SERIES FISHFINDERS**

*New Feature-Packed and Affordable Fishfinder Series Combines  
High Resolution 5-Inch Displays With Legendary Lowrance Sonar Performance*

**Tulsa, Okla.** – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today its new Mark series of single- and dual-frequency fishfinders, the Mark-5x and Mark-5x Pro. Delivering the high-quality sonar performance anglers expect from Lowrance, Mark series fishfinders also feature a full 5-inch, bright-white, 480x480-pixel, SuperTwist™ LED display for easy viewing in all lighting conditions, plus 16-level gray scale definition that delivers maximum target detail and separation.

While both Mark series fishfinders feature the Lowrance standard for sonar performance, clarity and target definition, the Mark-5x Pro provides the additional benefit of dual-frequency operation for greater coverage in a variety of fishing and boating conditions. With dual-frequency capability – 200 and 83 kHz – the Mark-5x Pro provides up to 120 degrees of sonar coverage, while reaching down to depths of 1,000 feet (305 meters). The Mark-5x operates at 200 kHz only, for depths to 800 feet (244 meters), while providing up to 60 degrees of fish- and structure-finding coverage. Both Mark-5x and Mark-5x Pro models are packed with the transom-mounted Skimmer® transducer with built-in temperature sensor.

To help anglers avoid missing a productive area of fish-holding structure, both Mark-5x and Mark-5x Pro fishfinder models feature a unique TrackBack™ function that allows the user to scroll back and review multiple pages of sonar history.

"The Mark-5x and Mark-5x Pro offer solid-performing, reliable fishfinder options at affordable prices," said Louis Chemi, chief operating officer, Navico Americas. "The combination of our proven sonar capabilities that provide real value to anglers and boaters, crisp, easy-to-see displays and straight-forward user interface makes the Mark series a clear winner in mid-range fishfinder solutions."

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The new simplified user interface is enhanced with a backlit keypad design that allows single-thumb control, so anglers and boaters can quickly access menu features and enter Advanced User modes for expanded feature selections.

Additional features include a new mounting design with an easy-to-install, quick-release, tilt-and-swivel bracket that offers convenient removal for storage and remounting. The Mark-5x and Mark-5x Pro are also fully waterproof to IPx7 standards and are protected by a one-year limited warranty.

### **Pricing and Availability:**

Lowrance Mark-5x and Mark-5x Pro fishfinders have a suggested retail price of US \$159 and \$199, respectively and can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada after release in March 2010. For more information on the Lowrance Mark series of fishfinders, or to learn more about Lowrance and its entire product line, please visit [www.lowrance.com](http://www.lowrance.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®.



Lowrance Mark-5x



Lowrance Mark-5x Pro

***These images and others are available as high-resolution JPEGs or TIFFs***

***For imagery and other editorial requests, please contact:***

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