



NEWS RELEASE

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AIRMAR INTRODUCES NEW WIDE BEAM CHIRP-READY TRANSDUCER DESIGNED FOR FRESHWATER AND INSHORE ANGLERS

TM165HW Enhances Performance of Today's Leading Fishfinders

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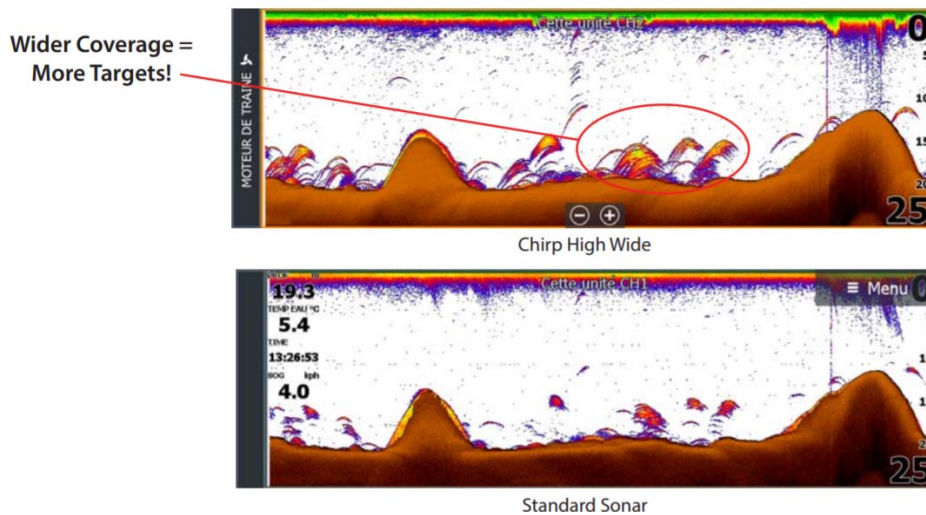
Technology Corporation, a world leader in ultrasonic sonar and Chirp technology, is pleased to announce the TM165HW, a 600 watt, Chirp-ready transducer in an easy-to-upgrade transom mount housing. “Anglers in the freshwater market have asked us for a high performance, 600 watt, transom mount Chirp option as an alternative to conventional 600 watt transducers,” stated Jennifer Matsis, Vice President of Sales and Marketing. “The TM165HW provides anglers with better ability to find bass and crappie in structure and more sensitivity to detect bottom hugging walleye on soft bottom. Anglers, overall can expect more detailed returns of fish and baitfish targets over a greater area under their boat” Matsis added.

The TM165HW delivers an ideal combination of power, sensitivity and coverage for bass, walleye, and inshore anglers looking to enhance their fishfinder's performance. Traditionally, high frequency transducers provide the best resolution, but normally have a narrow beamwidth that limits the viewable area under the boat. The patent-pending, ceramic design enables the TM165HW to deliver an average beamwidth of 30° across the entire high frequency band of 150-250 kHz. The results are three times the total coverage and more fish revealed in a wider area under the boat than is possible with traditional non-Chirp transducers. In addition to providing vast bottom coverage, the wide beam enables excellent fish detection in the upper water column, an area missed by most narrow beam transducers. Airmar's expanding series of wide beam transducers deliver large, crisp return images on the display with a noise-free, clear picture of the action below. The TM165HW is perfect for fishing boats up to 25 feet (8 meters).

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The TM165HW is initially available with an Airmar Mix & Match cable that easily pairs with all major fishfinder brands when connected with the appropriate adapter. At this point, the sonar unit connected to the TM165HW may need to be manually set to High Chirp at power up. With manual setup, the TM165HW is compatible with with Lowrance HDS Live/ HDS Carbon, Humminbird Helix, Raymarine Axiom Pro and Simrad EVO 3 sonar units. All Sonar manufacturers will have future releases of software which will recognize Transducer ID™ in the TM165HW and will automatically set to the correct parameters.

Dealers can order the TM165HW by contacting [Gemeco Marine Accessories](#) or [AIRMAR EMEA](#). MSRP for the new TM165HW is \$499.00.



About AIRMAR

AIRMAR® Technology Corporation is a world leader in the design and manufacture of high-performance sensor technology for marine and industrial applications. We manufacture advanced ultrasonic and electromagnetic transducers, flow sensors, WeatherStation® instruments, and electronic compasses used for a wide variety of applications. Fishing, navigation, meteorology, survey, level measurement, process control, and proximity sensing are just some of our markets. Established in 1982, AIRMAR's headquarters are located in Milford, New Hampshire. Visit the Company's web site at airmar.com.