

FOR IMMEDIATE RELEASE

October 1, 2018

Andrew Golden
Public Relations Contact
agolden@rushtongregory.com
Tel. 617-413-6521

NAVICO® SHIFTS ELECTRONICS PARADIGM WITH INTRODUCTION OF NEW DISPLAY CATEGORY

Cutting-Edge Information Displays Bring Next-Level Electronics Integration to Boat Builders

Egersund, Norway – Navico® — parent company to the Lowrance®, Simrad®, B&G® and C-MAP® brands — announced today the launch of a brand new category of marine technology — the information display (ID). Ushering in a new dawn of integration for boaters and marking the first significant evolution of the multifunctional display (MFD), IDs combine a sleek design with a configurable interface that simplifies monitoring and control of onboard systems — all with a look and feel that is as unique as the vessel itself.

Creating the ultimate boating experience, a new, advanced, configurable graphical user interface acts as the heart of the information display. Presenting the information boaters need, when they need it, the experience-based software features pre-defined contextual modes that display all relevant data for the current boating situation. Pre-defined modes include System Checks, Cruising, Anchoring and Water Sports. Custom modes can also be easily configured to builder specifications to best accentuate the utility of an individual vessel or to complement any boater's passions (e.g. cruising, off-shore sport fishing, day sailing, passage making, tournament fishing and more).

Consisting of a bonded-glass display and a powerful integration hub, information displays will be available with a choice of Lowrance, Simrad or B&G electronics. Each solution consists of one or multiple displays bridged together to function as one integrated system. The centralized hub uses Ethernet, WiFi and Bluetooth®

connectivity along with Sonar, USB, CAN and NMEA 2000® ports to connect to all onboard systems. Long-life display technology and an easy-to-upgrade hub installation simplify the change-out process for upgrades, which can be more challenging with off-the-shelf marine electronics products. This also ensures display compatibility across several model years for boat builders — not to mention provides an upgrade path for owners.

“Information displays are the realization of a long-term goal shared by both boat builders and Navico — a sleek, custom, fully upgradable, automotive-like, bonded-glass display capable of sharing information from all systems on board a boat,” said Leif Ottosson, CEO, Navico. “The days of cluttered, mixed-brand dashes with varying UI’s are now a thing of the past — as are the struggles of our boat builder partners to keep up with the latest in the design of marine electronics. Our information displays mark a new level of convenient access to navigation and critical vessel data and a new standard in boating.”

Lowrance, Simrad and B&G information displays will debut in 2019 with models from notable builders around the globe. For information and OEM details, or to find out more about the Navico Group of companies, visit www.navico.com.

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Navico Information Display

For imagery and other editorial requests, please contact:

Andrew Golden
Rushton Gregory Communications
agolden@rushtongregory.com
Tel. 617-413-6521

About Navico

A privately held, international corporation, Navico is a leading marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad, B&G and C-MAP. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide.
www.navico.com.