

**FOR IMMEDIATE RELEASE**

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**LOWRANCE LAUNCHES SONICHUB™**

**Marine Electronics Leader Debuts the World's First  
Marine-Grade, High-Definition Audio Server**

**Tulsa, Okla.** – Lowrance, a world-leading brand in marine electronics since 1957 and GPS navigational systems since 1992, announced today its new SonicHub™, a revolutionary audio hub and docking station for recreational boaters. Designed in collaboration with Fusion, a leader in marine stereo systems, Lowrance SonicHub is the world's first marine-grade audio server that networks with multiple onboard displays, each with total audio control. The innovative audio solution is compatible with the award-winning Lowrance High Definition System (HDS®) displays offering boaters a feature-rich stereo system that delivers clear and dynamic sound reproduction with an easy-to-use interface displayed on a single, brilliant large viewing screen.

Lowrance SonicHub features a built-in AM/FM tuner and an internal docking station for the Apple® iPod and iPhone devices. Allowing boaters full access to their music collections on-the-water at the touch of a button, the waterproof docking station prevents jostling and potential damage to a portable player in rough sea conditions or at high speeds, and ensures that music plays continuously without the common skipping problems associated with compact disk players. Compatible with the Apple iPod Touch, iPod Nano (Gen3, Gen4 and Gen5) and iPod Classic (Gen5, Gen6 and Gen7) as well as the iPhone, iPhone 3G and iPhone 3GS models and other USB MP3 players, SonicHub's industry-leading interface allows for full control and selection of songs by artist, song, playlist, albums and genre via the HDS display. The system also offers crisp, loud audio output of AM/FM broadcasts -- giving

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boaters additional listening options and access to the latest news and weather reports.

“We have seen a huge demand for an audio system that interfaces directly with a high-definition, large-screen display,” said Louis Chemi, chief operating officer, Navico Americas. “SonicHub provides a cost-effective solution that delivers big, high-quality sound and gives boaters total audio control from our popular HDS range. SonicHub is designed from the ground up to provide years of reliable stereo performance in the harsh marine environment, while satisfying the desire to maximize limited dash space.”

Lowrance SonicHub paired with an HDS 5”, 7”, 8” or 10” sunlight-viewable display, offers boaters a sensational sound and visual control experience. Featuring a high-power 50W amp, the system comes bundled with stylish marine-grade 6.5” 200W best-in-class speakers for a quality sound that can be enjoyed above engine, wind and other ambient noises typically associated with boating. SonicHub’s intuitive and stylish user interface gives boaters menus and icons that are easy-to-understand and navigate. The stereo system is NMEA 2000 compatible and simple to install. Well-suited for discerning yachtsman and owners of smaller boats, where space is limited, SonicHub does not require any holes cut in the console for installation of a head unit. The Lowrance stereo system is waterproof to the IP65 standard and has an optional subwoofer.

The Lowrance SonicHub package (audio server, docking station, speakers, NMEA 2000® adapter and 6-foot extension cable) has a suggested retail price of US \$299 and can be purchased from authorized Lowrance dealers and distributors throughout the United States and Canada. For more information on the Lowrance SonicHub, HDS multifunction displays, or the entire Lowrance line of marine electronics, please visit [www.lowrance.com](http://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®. [www.navico.com](http://www.navico.com)