



Humminbird Hits the Big Screen with the New 1100 Series

EUFULA, Ala. (September, 2007) Humminbird's® introduction of its new 1100 Series™ models features the company's largest screens to-date with a 10.4-inch diagonal, sunlight viewable display. This new series of advanced marine electronics showcases its enhanced, high-resolution SVGA display and features 600 vertical pixels by 800 horizontal pixels.

These professional-grade units are available in two advanced sonar GPS models (1197c SI Combo & 1157c Combo) and a stand-alone GPS chartplotter (1155c). The 1197c Combo features Humminbird's patent-pending, high-definition (HD) Side Imaging® technology that provides detailed picture-like images of the bottom and surrounding structure.

"Many professional bass and walleye anglers tell us how much they like the state-of-the-art technology we offer but they wanted to see more of it on-screen," said Humminbird Product Manager Dale Logue. "These big screens will be especially beneficial for split-screen viewing, which is very appealing for coastal and fresh water applications. They also allow anglers in all waters to enhance the benefits of Side Imaging technology by displaying more of the high quality images it produces."

Humminbird's exclusive HD Side Imaging (SI) technology utilizes a four-element, 180-degree-wide sonar beam to produce picture-like images of structure, fish and bottom topography. The detailed images allow anglers to pinpoint habitat like heavy timber or tall weeds, which are prime holding areas for fish. With a coverage area up to 480 feet side-to-side, anglers can search more water in less time to find the most promising areas to fish.

The 1157c Combo is standard-equipped with DualBeam PLUS™ down-looking sonar. The wide 60-degree beam (83kHz) provides the greatest coverage to locate fish and bait fish, while the precision 20-degree beam (200kHz) provides better definition to see fish hidden in structure or near the bottom. The detailed images provided by the beams can be viewed separately, blended together, or be seen side-by-side in split-screen mode.

The 1197c SI Combo and the 1157c Combo both include 16-channel GPS/WAAS satellite positioning, as well as the ability to customize each system with an array of top-of-the line add-on modules. WeatherSense®, CannonLink™, InterLink™, and HumminbirdPC™ are available as add-on modules for the 1197c SI Combo, the 1157c Combo and the 1155c Chartplotter.

All three 1100 Series models can be gimbal or in-dash mounted and feature Humminbird's built-in UniMap™ cartography. They are also compatible with Navionics® Gold and HotMaps™ premium electronic charts, as well as Navionics Platinum cartography which includes 3-D depth views, satellite overlays, and aerial photography. Select models offer a Navionics Value Bundle (NVB) package, which includes preloaded Navionics Gold and HotMaps cartography.

The manufacturer's suggested retail prices for the 1100 Series models are:

1197c SI Combo: \$2,799.99

1197c SI Combo NVB: \$2,999.99

1157c Combo: \$2,099.99

1157c Combo NVB: \$2,299.99

1155c Chartplotter: \$1,999.99

1155c Chartplotter NVB: \$2,199.99

(NVB models include preloaded Navionics Gold and HotMaps cartography)

For more information contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call the Consumer Resource Center at (800) 633-1468 or visit www.humminbird.com.

The Marine Electronics Group of Johnson Outdoors Inc. consists of the Minn Kota, Humminbird and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Products in the Humminbird line include: 1100 Series™, 900 Series™, 700 Series™, Matrix® Series, 500 Series™, 300 Series™, Fishin' Buddy®, PiranhaMax™ and SmartCast™. Minn Kota® is the world's leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs, and marine accessories. Trolling motors include Terrova™, PowerDrive™ V2, Maxxum Pro, Maxxum®, Edge, Vantage®, Vector™ 3X, Endura™, Riptide Pro, Riptide®, Riptide ST, Riptide SP, Engine Mount, E-Drive and Trim-N-Troll™ models. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Downriggers include Digi-Troll™, Magnum, Uni-Troll™, Easi-Troll™ Lake-Troll and Mini-Troll™.