



## PRESS RELEASE

### NEW HUMMINBIRD 700 SERIES LAUNCHED

Humminbird continues to lead the way in fishfinder technology with its new 700 series. There are five new models in this range and they all offer outstanding screen resolution with a 640 vertical pixel display.

Options include colour displays, GPS and chartplotting functions. "They are the best colour displays I've ever come across on any fishfinder," commented John Arnold of the Marine Electronics Group, Johnson Outdoors Watercraft. "Even from the most acute angle you can still see all the displays clearly."

These user friendly units are packed with features offering real choice when it comes to picking the right option for your boat. The **787c<sup>2</sup> Combo** has a sunlight viewable colour display, GPS and full Navionics Gold chart plotting facilities. The **777c<sup>2</sup>** also has a sunlight viewable screen offering crystal clear views of the bottom. The **767 Combo** has a high contrast Grayscale screen and again GPS. The **727** with its ultra high definition displays offers expansion options to include GPS trackplotting.

All these models come with DualBeam PLUS sonar which uses a centre sonar beam focused on the bottom to show you structure, weeds and cover and this is surrounded by a second beam which can track fish in the wider area. The **737** features a memory card reader so you can take a screen snap shot of an image and even save its position. This model uses 90° QuadraBeam PLUS sonar which has the widest coverage.

All the 700 fishfinder series are completely upgradeable and expandable. They can be flush mounted or fitted with the Tilt & Swivel Quick Disconnect Mounting System. Like all Humminbird Fishfinders these units are totally waterproof and are guaranteed for two years.

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**The 787c<sup>2</sup> Combo offers outstanding clarity**

*Johnson Outdoors Watercraft UK distributes recreational products from high quality brands including Old Town, Ocean Kayak, Necky Kayaks, Carlisle Paddles, Lendal, Escape and C-tug. Their specialist Marine Electronics division includes Humminbird Fishfinders, Minn Kota Electric Outboards, Bottom Line Portable Fishfinders and Cannon Downriggers.*