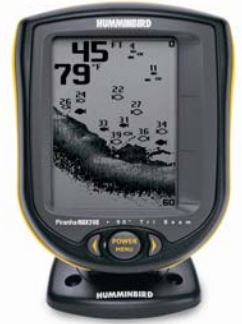




PRESS RELEASE

NEW PiranhaMAX RANGE FOR 2007

PiranhaMAX fishfinders from Humminbird offer performance, versatility and great value for money. These compact and highly popular entry level fishfinders are a favourite when it comes to simplicity - all the units are still operated by just three buttons. However, behind that user friendly console is some highly sophisticated technology which Humminbird never stops improving. That's why they've just introduced the new PiranhaMAX range.



The PiranhaMAX 240

The five new models to be launched at the London Boat Show are the PiranhaMAX 210, the PiranhaMAX 215, the PiranhaMAX 220, the PiranhaMAX 230PT and the PiranhaMAX 240. The PiranhaMAX 210 and 215 have a higher screen resolution with 240V x 160H LCD pixel displays and an LED backlight. The PiranhaMAX 220 now has an 8 level grayscale display. This doubles the previous display levels giving a much stronger definition of the screen image.

The PiranhaMAX 230PT has been upgraded to use dual beam sonar which incorporates a high definition centre beam and a wider scanning beam. This portable fishfinder can also be used with the SmartCast orange float. The float is a wireless transmitter which is cast on the fishing line and transmits information back to the display. It relays the temperature and depth of the water, shows the contours of the bottom – and of course the fish.

All models in the PiranhaMAX range are available as fixed units or as portable fishfinders using a transducer with a suction cup. When portable they are powered by AA batteries and pack away into a rugged carrying case which includes integral cable storage.

Top of the range is the new PiranhaMAX 240 which uses Tri Beam Sonar giving an exceptionally wide field of view beneath and behind the boat. This sonar features a 20° downwards looking beam and two 35° side beams giving a total 90° scanning coverage. The PiranhaMAX 240 also incorporates an 8 level grayscale display.

Prices start at £89 for fishfinders in the PiranhaMAX range, including the transducer.

Editor's note: In the UK the PiranhaMax 230PT uses an orange SmartCast float. In the US a green float is used, however this transmits on a radio frequency which is illegal in the UK. Units should only be purchased in the UK from authorised dealers supplying the orange SmartCast float.

For further information and images contact:

Johnson Outdoors Watercraft or
Tel: 01493 745192
Email: office@johnsonoutdoors.co.uk

David Parker
Tel: 01489 579219
Email: david@parkermedia.co.uk

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.