

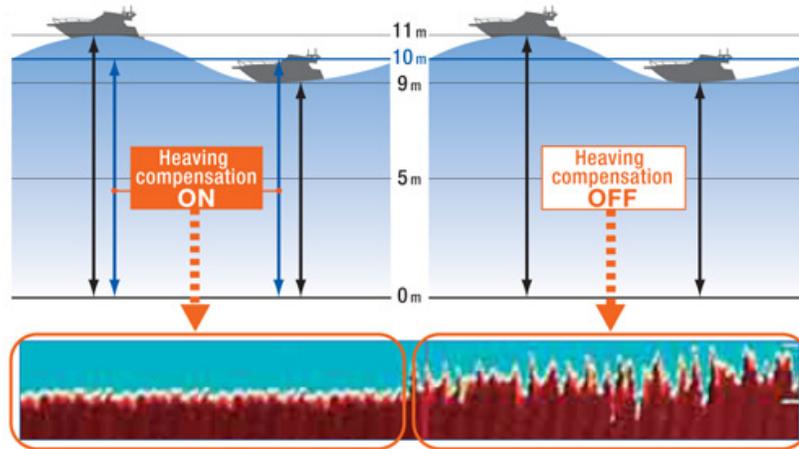
Furuno Takes Fish Finding To The Next Level With The All-New FCV1150

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Furuno's long-standing tradition of delivering the most innovative and hi-performance Fish Finders continues with the introduction of the all-new FCV1150. While the FCV1150 is not necessarily a direct replacement for the FCV1100 (more on that later), it certainly carries on the tradition of excellent performance established by that award-winning unit. In fact, the FCV1150 really takes it to the next level, offering the following new and ground-breaking feature set...

- A bigger (12.1"), brighter (1,000 CD), higher resolution (SVGA), bonded LCD display, which is also rated as waterproof (IP55), when flush mounted
- A faster transmission pulse capability that greatly improves shallow water detection, and automatically varies the pulse rate in different conditions to enhance fish detection
- A new [White Edge](#) feature improves upon the traditional White Line mode to help enhance both bottom fish separation and discrimination
- A revolutionary [Post-Process Gain Control](#) feature that allows customers to adjust the contrast of targets that have already been detected, providing a clearer, and more concise image than ever before
- A newly designed display housing, which provides an adjustable bracket that can also be easily removed for flush mounting
- Heaving compensation stabilization, when matched with an appropriate satellite compass, will stabilize the display, without undulations caused by even the roughest sea conditions



In addition to these great, new features, the FCV1150 also delivers several established, innovative capabilities, exclusive to the Furuno line of Fish Finders...



Award-Winning Furuno Digital Filter (FDF) technology, matched with our powerful (1/2/3 KW), dual-frequency transceivers, incorporating a hi-speed pulse rate and dual-range capabilities



Furuno's unmatched Free Synthesizer (FFS) technology, which allows for adjustable operating frequencies, and may be connected to a variety of different transducers. Retrofitting to existing transducers is virtually unlimited

In the early fall, the FCV1150 will be joined by another new FDF Fish Finder from Furuno, the FCV295. With the exception of a smaller screen size and not incorporating the heaving compensation feature, the FCV295 shares many of the same features and capabilities of the new FCV1150. In fact, due to its 10.4" screen size (same as the FCV1100), standard feature set, display footprint, and price structure, you might consider the FCV295 to be more of a direct replacement for the long-standing FCV1100. The FCV295 will make its debut at the upcoming NMEA Convention in San Diego, during the first week in October, with a formal product introduction and deliveries commencing later in October.

After several great years of unparalleled performance and outstanding reliability, our award-winning FCV1100 is "passing the torch" on to its successors, the FCV1150 and the soon to be introduced FCV295. Our inventory of FCV1100 units has been depleted, and we are now accepting orders for FCV1150 units, which are available for immediate shipment from our Camas warehouse. Complete product information, specifications, accessory pricing and product brochures, can be found on our website.

Here is a summary of the pertinent pricing and discount information for the FCV1150...

<u>Model</u>	<u>List Price</u>	<u>Discount</u>	<u>Volume</u>	<u>SDP</u>	<u>ICP</u>
FCV1150	\$4,595	30%	Schedule "A"	Yes - 09/08	Yes - \$100

As they say... "Timing is everything"! Later this week, Furuno will be announcing the latest cycle of our popular Showroom Display Program (SDP). Make sure to note that we've added the FCV1150 to this SDP cycle. We strongly encourage you to take advantage of this great opportunity to get the latest Furuno Fish Finder on display in your showroom, with a generous 10% discount and 120 day extended payment terms. Be on the lookout for the SDP program, coming your way later this week.

Whether you have customers that are fishing for a living, or sportsmen that are out to win the big tournament, help them get to the next level with the all-new FCV1150 Fish Finder from Furuno!