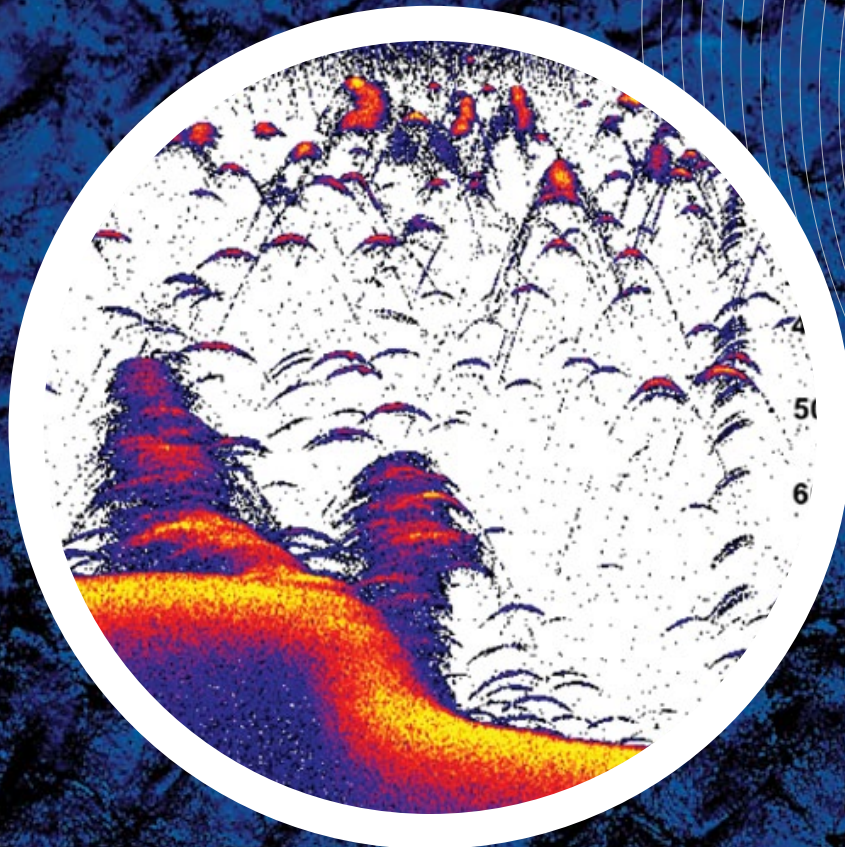


Lowrance 2010 **NEW** Mark & Elite Fishfinders/Chartplotters

Available March 2010



LOWRANCE®

www.lowrance.com

A Navico brand - Leader in Marine Electronics

All-New Lowrance Mark and Elite Fishfinders/Chartplotters

Coming March 2010

Simply Incredible. Surprisingly Affordable.

If you're ready to step up from entry-level fishing electronics to great finders at a great price, Lowrance is making a giant leap for angler-kind. With amazing new Lowrance Mark and Elite fishfinders and chartplotters.

Thanks to innovation and technology, you can soon easily enjoy legendary Lowrance fish-finding and GPS features, superior high-detail displays, easier and virtually all-automatic operation and other extras. All packed in a new fishing-smarter case and keyboard design that's surprisingly affordable.

Wake up to the new Lowrance Mark and Elite fishfinders and chartplotters. Because the angler's and boater's dream for big performance without the big price is coming true. From Lowrance.

Mark Series Fishfinders



Mark-5x
200 kHz Fishfinder

Mark-5x Pro
83/200 kHz Fishfinder

Powerful yet simple performance, only Mark fishfinders have a newly-optimized automatic mode for high-performance finding with turn-on-and-fish ease. Includes Advanced User Mode for fine-tuning to water conditions just like the pros have. And use.

Easy-to-View Display

- High-resolution 5 in./12.7 cm, 480x480 pixel Film SuperTwist LCD maximizes visibility and target separation even in direct sunlight
- Adjustable, bright-white LED screen and keypad backlight for day or night viewing

Lowrance Sonar High Performance

Mark-5x:

- 200 Watts RMS, 1,600 Watts Peak-to-Peak ; depth to 800 ft./244 m
- 200 kHz Skimmer® transom-mount transducer with internal temp sensor
- Up to 60° of digital fish-finding coverage

Mark-5x Pro:

- 300 Watts RMS, 2,400 Watts Peak-to-Peak; depth to 1,000 ft./305 m
- Dual-frequency 83/200 kHz Skimmer® transom-mount transducer with internal temp sensor and up to 120° of wider digital sonar coverage
- Unique TrackBack™ feature offers immediate scroll-back to review multiple pages of sonar history

Plus

- Easy-to-use menus with Advanced User Mode for expanded sonar fine-tuning features
- New case/mounting design for simpler installation and easy one-hand tilt/swivel view adjustment, removal and re-install
- Effortless upgrade replacement to earlier Lowrance and Eagle® 5 in./7 cm models
 - » Fits same cut-out for in-dash installation
 - » New unplug 1/4-turn connectors fully compatible with existing unplug transducer/power cables
- One-year limited warranty

Mark and Elite Feature Attractions:

Incredible Views – High-detail 480x480 pixel displays; 16-level gray scale (Mark) and enhanced SolarMAX™ color (Elite) for superior fish target separation and navigation detail.

Easy On & Off – All-new tilt and swivel bracket and low-profile base for easy installation, plus viewing adjustment and quick-release removal/reinstall with one hand.

A Touch Better – New keypad design for smooth one-hand control.

Interface Beauty – Simpler menu text + icons design for faster and easier operation.

New TrackBack™ Tool – Immediate scroll-back of sonar display history to review covered water for missed fishing spots.

Covers More Water – Most feature wider-area, dual 83/200 kHz dual-frequency digital fish-finding coverage.

Position Accuracy – Internal chartplotter 16-channel GPS antenna for superior navigation precision even when dash-mounted. External antenna option available.

Mapping Options Galore – Elite chartplotters fully compatible with Fishing Hot Spots® Pro, LakeMaster® Pro Maps and Navionics® Gold chartcards in the new microSD card format.

Elite Color Value Series



Elite-5x
83/200 kHz Fishfinder

The new Elite Series brings high performance and high color to on-the-water enjoyment in every way, and without a high price. All provide any boat with incredible precision and functionality, in addition to a spectacular new view.

Super-Bright Color Display

- True 5 in./12.7 cm 480x480 pixel SolarMAX™ 256-color TFT display
- Unmatched in screen brightness, contrast, resolution and superior viewing detail at wider angles and in bright sunlight
- Adjustable screen and keypad backlight improves ease-of-use and visibility – day or night

Lowrance Sonar High Performance

(Elite-5x / Elite-5)

- 500 Watts RMS, 4,000 Watts Peak-to-Peak ; depth to 1,000 ft./305 m



Elite-5
83/200 kHz Fishfinder/GPS Chartplotter

- Dual-frequency 83/200 kHz Skimmer® transom-mount transducer with internal temp sensor and up to 120° of wider digital sonar coverage
- Unique TrackBack™ feature offers immediate scroll-back to review multiple pages of sonar history

Precision GPS Chartplotter

(Elite-5 / Elite-5M)

- Internal 16-channel GPS antenna with WAAS precision, plus external antenna option
- Built-in U.S. basemap displays over 3,000 lakes with depth contours and shoreline detail, plus coastal shoreline detail, depth contours to 1,000 ft./305 m and spot depth soundings
- Waterproof microSD memory card slot is fully compatible with Fishing Hot Spots® Pro, LakeMaster® Pro Maps and Navionics® Gold chartcards in the new microSD card format



Elite-5m
GPS Chartplotter

- Elite Gold models feature special Navionics® microSD cartography with coastal coverage of U.S. and Canada, plus Great Lakes, Alaska, Hawaii, Bahamas and over 125 major Canadian lakes
- Up to 3,000 waypoints, 100 routes/100 waypoints per route and 100 retracable plot trails/up to 10,000 points per trail

Plus

- Easy-to-use menus with Advanced User Mode for expanded sonar fine-tuning features (Elite-5x / Elite-5)
- New case/mounting design for simpler installation and easy one-hand tilt/swivel view adjustment, removal and re-install
- Effortless upgrade replacement to earlier Lowrance and Eagle® 5 in./7 cm models
 - » Fits same cut-out for in-dash installation
 - » New unplug 1/4-turn connectors fully compatible with existing unplug transducer/power cables
- One-year limited warranty



Simplified text + icon menu interface for user-friendlier control.

True, 5 in./12.7 cm, 480x480 pixel viewing detail.

Streamlined new keypad design improves operation control with one-hand ease.



Front-forward internal 16-channel GPS antenna for precision navigation even when flush-mounted to console (Elite-5 / Elite-5m).

Chartplotter waterproof microSD slot for optional mapcard or chartcard display, sonar graphs recording, GPS user details capture and software update loading.

Chartplotter coax input for optional external GPS antenna.

Flush-mounts in dash with threaded inserts and fits previous Lowrance and Eagle® cut-out for replacement upgrade ease.



New, quarter-turn unplug connectors are compatible with previous Lowrance and Eagle® unplug models for upgrade installation.

- Power/sonar unplug port.
- Unplug port for sonar Temp 2/Speed sensor, or NMEA 0183 for VHF DSC and autopilot options.

New tilt and swivel mounting system adjusts to viewing angles with rock-steady viewing in rough water.

- Easy-to-install low-profile base with convenient cable routing access.
- Head unit with molded handle easily snaps on/off base with one hand.

Mark-Elite Fishfinders & Chartplotters



| | Mark-5X Fishfinder | Mark-5x Pro Fishfinder | Elite-5x Fishfinder | Elite-5 Fishfinder/Chartplotter | Elite-5m Chartplotter |
|-----------------------------|--|--|--|--|--|
| Display | 5 in./12.7 cm Film SuperTwist monochrome | 5 in./12.7 cm Film SuperTwist monochrome | 5 in./12.7 cm SolarMAX™ PLUS color | 5 in./12.7 cm SolarMAX™ PLUS color | 5 in./12.7 cm SolarMAX™ PLUS color |
| Resolution | 16-level gray scale 480V x 480H pixels | 16-level gray scale 480V x 480H pixels | 256-color TFT 480V x 480H pixels | 256-color TFT 480V x 480H pixels | 256-color TFT 480V x 480H pixels |
| Backlighting | Bright white LED adjustable screen/keypad | Bright white LED adjustable screen/keypad | Fluorescent cold cathode adjustable screen/keypad | Fluorescent cold cathode adjustable screen/keypad | Fluorescent cold cathode adjustable screen/keypad |
| Power Output | 200 W RMS 1600 W peak-to-peak | 300 W RMS 2400 W peak-to-peak | 500 W RMS 4000 W peak-to-peak | 500 W RMS 4000 W peak-to-peak | None |
| Operating Frequency | 200 kHz | 83/200 kHz | 83/200 kHz | 83/200 kHz | None |
| Depth Capability* | To 800 ft./244 m | To 1000 ft./305 m | To 1000 ft./305 m | To 1000 ft./305 m | None |
| Operating Voltage | 10-17V DC | 10-17V DC | 10-17V DC | 10-17V DC | 10-17V DC |
| GPS Receiver/Antenna | None | None | None | Internal high-sensitivity 16-channel with WAAS+ EGNOS+ MSAS | Internal high-sensitivity 16-channel with WAAS+ EGNOS+ MSAS |
| Waypoint Management | None | None | None | Up to 3,000 waypoints, 100 routes, 100 waypoints per route, 100 retraceable plot trails, up to 10,000 points per trail | Up to 3,000 waypoints, 100 routes, 100 waypoints per route, 100 retraceable plot trails, up to 10,000 points per trail |
| Communication | None | None | None | NMEA 0183 | NMEA 0183 |
| Built-in Mapping | None | None | None | 3,000 U.S. lakes with depth contours/shoreline detail; U.S. coastal depth contours, spot depth soundings, shoreline detail | 3,000 U.S. lakes with depth contours/shoreline detail; U.S. coastal depth contours, spot depth soundings, shoreline detail |
| Media Card | None | None | None | Waterproof slot for one(1) microSD for map/chart options, or saving fishfinder & navigation data to blank card | Waterproof slot for one(1) microSD for map/chart options, or saving fishfinder & navigation data to blank card |
| Case Size | 5.37 in./13.6 cm H 6.85 in./17.4 cm W 2.48 in./6.3 cm D Sealed and waterproof, suitable for saltwater use | 5.37 in./13.6 cm H 6.85 in./17.4 cm W 2.48 in./6.3 cm D Sealed and waterproof, suitable for saltwater use | 5.37 in./13.6 cm H 6.85 in./17.4 cm W 2.48 in./6.3 cm D Sealed and waterproof, suitable for saltwater use | 5.37 in./13.6 cm H 6.85 in./17.4 cm W 2.48 in./6.3 cm D Sealed and waterproof, suitable for saltwater use | 5.37 in./13.6 cm H 6.85 in./17.4 cm W 2.48 in./6.3 cm D Sealed and waterproof, suitable for saltwater use |

| Model | Part | Accessories | Part |
|--|---------------|---|---------------|
| Mark-5x 200 kHz Fishfinder | 000-00100-001 | ST-TUQ – paddle wheel transom speed sensor with temp | 000-10022-001 |
| Mark-5x Portable | 000-00101-001 | PDRT-WSUQ – 83/200 kHz trolling motor/shoot-thru-hull pod transducer with remote temp | 000-10025-001 |
| Mark-5x Pro 83/200 kHz Fishfinder | 000-00175-001 | PDT-WSUQ – 83/200 kHz trolling motor pod transducer with built-in temp | 000-10023-001 |
| Elite-5x 83/200 kHz Fishfinder | 000-00102-001 | PD-WSUQ – 83/200 kHz trolling motor/shoot-thru-hull pod transducer without temp | 000-10024-001 |
| Elite-5 83/200 kHz Fishfinder/GPS Chartplotter with built-in U.S. inland/coastal waters basemap | 000-00104-001 | XT-15UQ – Transducer extension cable 15 ft./4.5 m | 000-10020-001 |
| Elite-5 Gold 83/200 kHz Fishfinder/GPS Chartplotter with Navionics U.S./Canada coastal chartcard | 000-00144-001 | LGC-16W – passive external GPS antenna with 15 ft./4.5 m Cable (for Elite-5/-5m) | 000-00146-001 |
| Elite-5m Gold Chartplotter with Navionics U.S./Canada coastal chartcard | 000-00103-001 | CVR-16 Screen cover | 000-10050-001 |
| | | FM-ME5 Flush mount kit | 000-10028-001 |

* Actual depth capabilities depend on transducer configuration and installation, bottom composition and water conditions. All sonar units typically read deeper in fresh water than salt water.