

BY LOUIE STOUT

# Electronics



Manufacturers pulled out all the stops to ensure you have innovative electronics on the shelves in 2011.

## Electric Downriggers

**Cannon**

New designs and product enhancements have been implemented throughout the electric downrigger lineup. Changes include an easy-access spool for changing cable, more durable components and quieter electric motors.

» [www.cannondownriggers.com](http://www.cannondownriggers.com); 800-227-6433



## 500 Series

**Humminbird**

The 597ci HD Combo and 596c HD are midpriced fishfinders with 640 x 640 pixels on a 5-inch color screen. Models 587ci HD Combo and 586c HD have 640 x 480 pixels on a 4.5-inch color screen. Both combo units offer GPS, internal antennas and an SD card slot.

» [www.humminbird.com](http://www.humminbird.com);  
800-633-1468



## Down Imaging Sonar

**Humminbird**

Five Down Imaging Sonar fishfinders offer anglers the choice of viewing detailed, picture-like images of Down Imaging or switching to traditional 2-D sonar. Those features are found on the 788ci HD DI Combo, 597ci HD DI Combo, 596c HD DI, 570 DI and the 570 Portable.

» [www.humminbird.com](http://www.humminbird.com); 800-633-1468



## ShowDown Ice-Troller

**MarCum**

The palm-size portable fishfinder with transducer is a digital vertical LCD that locks onto depth and targets from 1 to 120 feet of water. It has a built-in warmer and operates on six AA batteries.

» [www.marcumtech.com](http://www.marcumtech.com);  
888-778-1208

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### VX-1Pro Flasher

MarCum

The VX-1Pro is said to be a portable, value-priced color flasher depthfinder that comes with a 12-volt, 9-amp rechargeable battery and deluxe padded “Softpack” case. Features include an interference rejection system, 1,000 watts of output power and bottom-lock zoom.

» [www.marcumtech.com](http://www.marcumtech.com);  
888-778-1208



### ICE 300 Series

Humminbird

The ICE 385ci Combo and ICE 345c portable fishfinders display information in either flasher or 2-D sonar modes. The combo unit has an internal, 50-channel GPS receiver and cartography capabilities.

» [www.humminbird.com](http://www.humminbird.com);  
800-633-1468



### Elite DSI Series

Lowrance

Each of the value-priced Elite DSI Series color fishfinder and fishfinder/GPS-chartplotter combo units features the company’s DownScan Imaging (DSI) that produces photo-like images of what’s directly beneath the boat. The series includes the Elite-5x DSI, Elite-5 DSI fishfinder/GPS chartplotter and Elite-5 DSI Gold fishfinder/GPS chartplotter bundled with a Navionics Gold micro SD chart card.

» [www.lowrance.com](http://www.lowrance.com);  
800-324-1356



### X-Series

Lowrance

The X-4, X-4 Pro and X-4 Portable are budget-priced, high-performance sonar units with a 4-inch Film SuperTwist LED display. The X-4 Pro features 83/200 kHz dual frequency operation with up to 120 degrees of coverage. All units deliver bottom readings at speeds up to 70 mph and provide water temperature readings.

» [www.lowrance.com](http://www.lowrance.com); 800-324-1356



### Talon

Minn Kota

The electric, shallow-water anchoring Talon deploys a spike into the lake bottom from the boat transom. Offered with spike lengths of 6 feet, 4 inches or 8 feet, 4 inches, the Talon is deployed or stowed with the touch of a button. The “Auto-Drive” feature allows the spike to contact the bottom with three successive hits.

» [www.minnkotamotors.com](http://www.minnkotamotors.com);  
800-227-6433



## Tour Edition

MotorGuide

A 24-volt, 75-pound-thrust model has been added to the Tour Edition series of bow-mount trolling motors. It comes with a 45-inch stainless steel shaft and a Gator Breakaway Mount that allows for easy removal.

» [www.motorguide.com](http://www.motorguide.com);  
920-929-5040



## High Performance Downrigger

Scotty

Three models of High Performance Downriggers are said to offer the fastest retrieval rates in downriggers. The riggers come pre-spooled with 300 feet of 180-pound-test, extra-heavy stainless steel downrigger wire, a 1/2-inch Kevlar drive belt and a locking tilt feature, and they offer corrosion-resistant construction.

» [www.scotty.com](http://www.scotty.com);  
800-214-0141

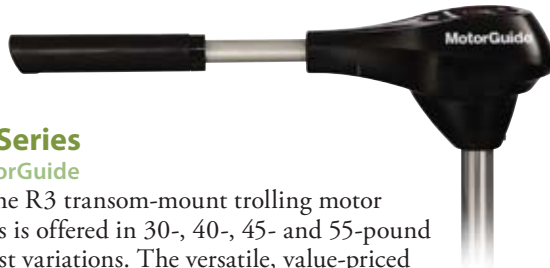


## Fish Scout

Vexilar

The Fish Scout underwater camera system offers a 7-inch-wide, high-resolution LCD screen that performs in temperatures down to 22 degrees below zero. It has a Sony camera that switches from black and white to color when light conditions permit and comes with a 12-volt, 9-amp battery and charger, in addition to a carrying case and cable.

» [www.vexilar.com](http://www.vexilar.com); 952-884-5291



## R3 Series

MotorGuide

The R3 transom-mount trolling motor series is offered in 30-, 40-, 45- and 55-pound thrust variations. The versatile, value-priced motors have an extending handle, solid aluminum mounting hardware and reversible head for bow applications.

» [www.motorguide.com](http://www.motorguide.com);  
920-929-5040



## Tri-Beam Ice-Ducer

Vexilar

The Tri-Beam Ice-Ducer is an ice fishing transducer that provides 8-, 12- and 20-degree cone angles. The Tri-Beam works on nearly all Vexilar FL flashers and is capable of displaying an ice lure or fish in weeds. Anglers can adjust cone angles by flipping a switch on a box that is provided.

» [www.vexilar.com](http://www.vexilar.com); 952-884-5291



## Oliverio Series

Power-Pole

The John Oliverio Signature Series of shallow-water anchoring systems features a new lightweight Power-Pole design with faster deployment. Offered in 4-, 6- and 8-foot poles, it's available in five colors and is made of aircraft-grade aluminum.

» [www.power-pole.com](http://www.power-pole.com);  
813-689-9932


FTR

# “KISS TRADITIONAL SONAR GOODBYE!”

*“After just one day on the water, I’m convinced. DownScan Imaging goes way beyond traditional sonar! When you see a tree, it truly looks like a tree. You can actually see the limbs and the fish suspended in them! You gotta see it to believe it.”*

*– Bill Dance,  
Host of Bill Dance Outdoors*

## GO BEYOND SONAR.

Lowrance’s DownScan Imaging™ technology delivers a true view of what’s beneath your boat, making it easier to read and interpret than traditional sonar. All three DSI models mark the bottom to 250 feet at speeds up to 50 mph, delivering the proven performance capabilities that boaters and anglers expect from Lowrance—with the added benefit of incredible imaging views at unbeatable prices. Learn more about the new Mark and Elite DSI models at [Lowrance.com/FTR](http://Lowrance.com/FTR).  



Elite-5 DSI

Elite-5x DSI

Mark-5x DSI