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**FOR IMMEDIATE RELEASE**

## **Humminbird® Unveils Enhancements to Highly Popular 700 Series™**

**EUFAULA, Ala.** (July, 2008) – Dedicated to giving anglers the best possible fishing experience, Humminbird® has made several enhancements to its most popular line of fishfinders, the 700 Series™.

Select models feature new higher resolution screens, internal GPS and dual SD card slots. New higher resolution screens are featured on all color display units (700c). The screens have an industry-best high resolution 640x640 TFT color display.

“We’ve significantly increased the number of pixels,” said Dale Logue, product manager for Humminbird. “The increased resolution provides users with the sharpest, most defined image of any fishfinder at this price point. Compared to similar units, the image quality of the 700 Series is head and shoulders above the competitors.”

All 2009 700 Series models feature three preset buttons which anglers can program to switch to various selected screen views.

“The preset buttons are a great feature similar to a car radio,” said Logue, “but instead of selecting a favorite radio station, anglers can call up their favorite views, such as a split screen displaying a chart map and sonar images, with a touch of a button. With a wide selection of views, anglers have numerous options for preset views.”

The new 700 Series models that include GPS (which are designated as Combo models) and a color screen now include new dual SD card slots. The two card readers give anglers many additional options. For example, a Navionics® map chip can be placed in one slot, and a blank SD card can be inserted in the second slot to record routes and waypoints or save sonar recordings.

(more)

The new 700 Combo models are also available with a choice of either external or internal 50-channel GPS. Since the internal GPS antenna is front-mounted near the top of the control head, the unit itself can be mounted in-dash with no obstruction to cause reception issues.

The 2009 700 Series will still feature the lowest price package for a fishfinder with Side Imaging® Technology in the 798cSI Combo (MSRP \$999.99). Humminbird's exclusive Side Imaging sonar provides incredible picture-like images with coverage up to 480 feet from side to side of the boat.

The suggested retail prices for the new 700 Series models, available to consumers in January of 2009, range from \$199.99 to \$1199.99.

For more information contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call the Consumer Resource Center at (800) 633-1468 or visit [www.humminbird.com](http://www.humminbird.com).

The Marine Electronics Group of Johnson Outdoors Inc. consists of the Humminbird, Minn Kota and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Products in the Humminbird line include 1100 Series™, 900 Series™, 700 Series™, Matrix® Series, 500 Series™, 300 Series™, Fishin' Buddy™, PiranhaMax™, SmartCast™ and ICE Series™. Minn Kota® is the world's leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs and marine accessories. Trolling motors include Terrova™, PowerDrive™ V2, Fortrex™, Maxxum®, Edge, Vantage®, Vector™ 3X, Traxxis™, Endura™, Riptide®, Riptide SF, Riptide ST, Riptide SP, Engine Mount, E-Drive and Trim-N-Troll™ models. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories. Downriggers include Digi-Troll™, Magnum, Uni-Troll™, Easi-Troll™, Lake-Troll and Mini-Troll™.

**798c SI Combo**  
**798ci SI Combo (internal GPS)**  
**\$999.99 MRP**

**798c SI Combo NVB**  
**798ci SI Combo NVB (internal GPS)**

\* NVB features continental USA Navionics Gold and HotMaps charts preloaded to internal memory.

**\$1199.99 MRP**

**Features**

- Dual SD card slot
- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting (internal GPS antenna is front-mounted)
- Temp included
- Speed capable

**Specifications**

Display Size:	5" Diagonal
Display Pixel Matrix:	640V X 640H
Display Type:	Color TFT LCD
Sonar :	HD Side Imaging:
	Frequency: 445 kHz
	Coverage: 180° @ -10db
Sonar:	DualBeam PLUS™
	Frequency: 200 kHz & 83 kHz
	Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	500 Watts (RMS); 4,000 Watts (Peak-to-Peak)
GPS:	50-Channel (internal & external models)
Cartography – Standard:	Humminbird UniMap™
Cartography – Optional:	Navionics®: Gold, HotMaps™, Platinum™

**788c Combo**  
**788ci Combo (internal GPS)**  
**\$649.99 MRP**

**788ci Combo NVB (internal GPS)**

\* NVB features continental USA Navionics Gold and HotMaps charts preloaded to internal memory.

**\$849.99 MRP**

**Features**

- Dual SD card slot
- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting (internal GPS antennae is front-mounted)
- Temp included
- GPS Speed included

**Specifications**

Display Size:	5" Diagonal
Display Pixel Matrix:	640V X 640H
Display Type:	Color TFT LCD
Sonar:	DualBeam PLUS™ Frequency: 200 kHz & 83 kHz Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	500 Watts (RMS); 4,000 Watts (Peak-to-Peak)
GPS:	50-Channel (internal & external models)
Cartography – Standard:	Humminbird UniMap™
Cartography – Optional:	Navionics®: Gold, HotMaps™, Platinum™

**778c**  
**\$499.99 MRP**

**Features**

- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting (internal GPS antennae is front-mounted)
- Temp included
- Speed capable

**Specifications**

Display Size:	5" Diagonal
Display Pixel Matrix:	640V X 640H
Display Type:	Color TFT LCD
Sonar:	DualBeam PLUS™ Frequency: 200 kHz & 83 kHz Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	500 Watts (RMS); 4,000 Watts (Peak-to-Peak)

# 768 Combo

## \$499.99 MRP

### Features

- Single SD card slot
- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting
- Temp included
- Speed capable

### Specifications

Display Size:	5" Diagonal
Display Pixel Matrix:	640V X 320H
Display Type:	Monochrome FSTN LCD 16-level grayscale
Sonar:	DualBeam PLUS™ Frequency: 200 kHz & 83 kHz Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	500 Watts (RMS); 4,000 Watts (Peak-to-Peak)
GPS:	50-Channel internal GPS
Cartography – Standard:	Humminbird UniMap™
Optional:	Navionics®: Gold, Hot Maps™

**728**  
**\$299.99 MRP**

**Features**

- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting
- Temp included
- Speed capable

**Specifications**

Display Size:	5" Diagonal
Display Pixel Matrix:	640V X 320H
Display Type:	Monochrome FSTN LCD 16-level grayscale
Sonar:	DualBeam PLUS™ Frequency: 200 kHz & 83 kHz Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	500 Watts (RMS); 4,000 Watts (Peak-to-Peak)

**718**  
**\$199.99 MRP**

**Features**

- 3 “soft-key” preset buttons
- Quick Disconnect Mount
- Optional in-dash mounting
- Temp included
- Speed capable

**Specifications**

Display Size:	5" Diagonal
Display Pixel Matrix:	320V X 320H
Display Type:	Monochrome FSTN LCD 16-level grayscale
Sonar:	DualBeam PLUS™ Frequency: 200 kHz & 83 kHz Coverage: 20° & 60° @ -10db
Target Separation:	2 ½"
Power Output (max):	300 Watts (RMS); 2,400 Watts (Peak-to-Peak)