



NorCross Marine Products, Inc.  
6450 Kingspointe Pkwy Suite 6  
Orlando, FL 32819  
Phone: 888-NorCross  
Fax: 407-422-0501  
Internet: [norcrossmarine.com](http://norcrossmarine.com)

For Immediate Release

Contact: Randy Carey, 888-NORCROSS (x140)  
[rcarey@norcrossmarine.com](mailto:rcarey@norcrossmarine.com)

## **NorCross Launches Their First Product - HawkEye High Speed Digital Depth Sounder**

Orlando, Florida - January 1, 2001 - NorCross Marine Products announced shipping of their first product, the HawkEye® DF1000D Digital Depth Sounder that reads at speeds up to 63 MPH. Utilizing an advanced microprocessor designed for high-speed operation, the DF1000D accurately lets boaters know the depth while running their boat on plane.

The DF1000D gives readings from 2.5 to 200 feet. The readings are updated four times per second, in one-tenth precision, and are displayed on the largest in-dash Liquid Crystal Display in the market (1.65 x 0.87"). The DF1000D features SoftGlow® green backlighting, Easy Touch Programming®, and a Three Stage Advanced Warning System to warn of depth changes.

The unit comes packaged with a patented removable face system with both white and black faces. They can be customized easily with logos in order to meet dealer and retailer marketing needs.

The DF1000D mounts in a standard 2 1/8" gauge hole, or can be surface mounted using an exclusive mounting bracket, MB01. The included transducer can be transom mounted or glued in-hull with ShootThru Technology. NorCross offers a transducer exchange program to meet the requirements of any installation.

MSRP is \$119.99 for the DF1000D and it is guaranteed with a two-year limited warranty. The DF1000D is available at major sports retailers and online at [norcrossmarine.com](http://norcrossmarine.com).

NorCross Marine Products manufactures marine electronics for outdoor enthusiasts with innovation and customer focus in mind. Their two distinct product lines are HawkEye Portable Freedom and NorCross Wireless Freedom.

For samples and more information, visit NorCross's online pressroom at [norcrossmarine.com](http://norcrossmarine.com) or contact Randy Carey, Marketing Director, at 888-NORCROSS (x140), or email [rcarey@norcrossmarine.com](mailto:rcarey@norcrossmarine.com).



*Enjoy Your Freedom...*