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For Immediate Release

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**NorCross Marine Products Raises the Bar on Portable Fish Finders  
By Releasing the Sleeker and More Versatile HawkEye FF3355P**

ORLANDO, FL., - Jan. 13 -- NorCross Marine Products announces the launch of HawkEye Portable Fish Finder FF3355P which arrives with a sleek new design and several upgrades that have been added to both the sonar sensor and handheld display.

The FF3355P works by tossing the floating sonar sensor from a shoreline, dock, bridge, or boat, and instant depth, fish, weed, and bottom structure readings appear on the display. The new sonar sensor design features mounting tabs for slow trolling. Boaters can transom or in-hull mount the FF3355P and enjoy readings through canoes, kayaks, and jon boats. The FF3355P's ShootThru™ technology also provides readings through ice.

The new sonar sensor features a SideScan™ adapter which allows the sensor to be attached to a broom handle and lowered beneath ice, docks, and weeds for underwater scanning. Sonar readings in any direction are possible with the sonar angle adjustment that rotates the signal to search the entire fishing area for prey. The underwater coverage has been increased to twice that of any previous model.

"Our new portable fish finder opens up a world of fishing opportunities for all anglers," said Greg Lentine, president of NorCross.

The FF3355P includes WeedID™, a new feature which accurately depicts weed height on its LCD icon display. Depth readings are from 1.5 to 99.9 feet and the FF3355P operates on four AAA batteries. Battery life lasts 20 hours and is supported with an auto-off feature and a battery save mode. The sonar beam angle is 45 degrees and has a frequency of 200 KHZ.

HawkEye Portable Fish Finder FF3355P Key Features:

- Audible Fish Alarm
- Four Sensitivity Settings
- Works at Temperatures Down to 0 Degrees Fahrenheit (-18 Celsius)
- Two Button EasyTouch Programming
- Pivoting LCD Protector / Display Stand
- SoftGlow Green Backlighting
- Depth Scale Pinpoints Fish
- Interactive User Guide
- Removable Float Assembly
- Water Resistant

The FF3355P's MSRP is \$99.99 and includes a neck strap and storage bag. It's supported by a two-year limited warranty and is available at local retailers, by calling 888-667-2767, or visiting [shop.norcrossmarine.com](http://shop.norcrossmarine.com).

NorCross Marine Products manufactures marine electronics for outdoor enthusiasts. Their products include portable fish finders, depth finders, and watersports accessories. For samples and more information, contact Randy Carey, Marketing Director, at 407-370-3600, ext. 140, [rcarey@norcrossmarine.com](mailto:rcarey@norcrossmarine.com), or visit <http://www.norcrossmarine.com>.



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