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For Immediate Release

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## **HawkEye Depth Sounder By NorCross Combats Low Lake Level Danger in Central Florida**

Orlando, FL - April 15, 2001 - NorCross Marine Products' HawkEye® DF1000D is the solution to dangerous and unpredictable boating in Central Florida's lakes due to last summer's lack of rain, which created the worst drought in over a century.

The DF1000D gives instant bottom readings at speeds exceeding 60 MPH by using an advanced micro-processor designed for high-speed operation. It also warns of depth changes with its 3 Stage Advanced Warning System. Families and boating investments are protected from hull and prop damage with the DF1000D's technology and piece of mind is now restored to the boating experience.

Those affected by low water levels include anglers, skiers, pleasure boaters, and marina owners who depend on boaters to keep their business alive. Even the most experienced boaters must pay attention to water depths to avoid running aground. Joe Parrow, captain of a 92-foot yacht, incurred \$15,000 damage when his boat hit the bottom of a Lake Okeechobee channel.

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 and Easy Touch Programming®.

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).

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).



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