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For Immediate Release

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NorCross Announces New and Improved HawkEye DF1000D Depth Sounder

Orlando, Florida - August 1, 2004 - NorCross Marine Products has released an updated version of their HawkEye® DF1000D High Speed Depth Sounder which contains several new features and improvements over the original model.

Among the added improvements are a keel offset, memory retention of all user settings during power-off, low-profile case that reduces mounting depth by 1.5", waterproof fuse holder and transducer cable connector, ABS UV protection of all parts, and a non-glare polarized lens that's clearly viewable without polarized sunglasses. The new HawkEye DF1000D also includes a NorTech designed combination transom/in-hull transducer that can be transom mounted or reconfigured for in-hull (shoot-thru) installations.

The HawkEye DF1000D retains its popular feature of reading depth from 2.5 to 200 feet at speeds up to 63 MPH. The updates occur at four times per second in one-tenth precision on an LCD measuring 1.65 x 0.87". The DF1000D also still 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. NorCross offers a transducer exchange program to meet the needs 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.

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 or contact Randy Carey, Marketing Director, at 888-NORCROSS (x140), or email rcarey@norcrossmarine.com.



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