



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)

## **Use a Fish Finder Anywhere, No Boat Required, With HawkEye Portable Fish Finders By NorCross**

Orlando, Florida - October 1, 2002 - NorCross Marine Products announced the release of the next generation of their HawkEye® Portable Fish Finders, FF3300P and FF3300PX. These pocket-sized fish finders solve the problem boat-less anglers face by revealing fish location in a handheld unit anywhere they fish - dock, shore, bridge, kayak, canoe, ice, or float tube. "Our portable fish finders open up a whole new world of fishing opportunities," says Greg Lentine, NorCross President.

HawkEye fish finders use a floating transducer attached to 50 ft. of cable that connects to a palm-sized display containing a LCD. The units instantly relay valuable fishing data, including fish size and location, water depth from 2.5 to 120 feet, and bottom contour information. The FF3300PX features a temperature sensor, which also displays temperature readings at variable depths. Knowing your preys feeding habits in relation to water temperature will allow you to fish at the exact depth that is optimal for strikes. Both units also include a belt clip, neck strap, and storage bag.

The LCD measures 1.5" x 1.8", pivots 180 degrees, and is illuminated by SoftGlow® green backlighting. The transducer frequency is 200 KHZ and the beam angle is 20 degrees. Both models operate on 4 "AA" alkaline batteries, which last for 20 hours of continuous use. A battery level indicator is shown on the LCD.

MSRP is \$89.99 for the FF3300P and \$99.99 for the FF3300PX. Both are supported by a two-year limited warranty and are 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).



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