



Humminbird® Upgrades Popular 300 Series™ to Offer Features Not Seen Before on Compact Sonar Units

EUFAULA, Ala. (July, 2009) – With SD Card Slots available on select models, and an overall upgrade of the sonar capabilities, Humminbird®'s 300 Series™ fishfinders offer features unique to any compact unit currently being offered on the market.

“Consumers will not find a more complete set of features on compact fishfinding units than what our new 300 Series has to offer,” said Dale Logue, product manager for Humminbird. “The SD card slot (available on select models) allows for the option to upgrade cartography, as well as record special fishing spots. Add the exclusive sonar enhancements we made and you have a compact unit with performance that is unmatched for a fishfinder of this size and price.”

In addition to the standard Humminbird UniMap™ cartography, the SD Card Slot on the 385ci Combo, the 385ci Combo Portable and 365i Combo allows users to add optional Navionics® Gold, HotMaps™ and HotMaps™ Premium charts.

Plus, with an SD card, sonar readings can be recorded and replayed at a later time to show drop-offs, channels or subsurface structure. Screen snapshots and waypoints can also be saved and managed by recording to the SD Card.

“The SD card slot is just a great way to make these three 300 Series models powerful navigation tools that will assist in locating and recording great fishing spots,” says Logue.

The 385ci Combo Portable can be transported from one boat to another, or removed for easy storage. It includes a soft-sided portable bag, battery, charger system, mounting system and suction cup transducer.

All the new 300 Series models feature Humminbird's exclusive new SwitchFire™ Sonar that provides two unique viewing options.

In Clear Mode, SwitchFire allows the software to filter through returns and display only fish and structure, providing the angler with a clean, uncluttered screen. This mode works especially well in shallow and rough water, or to reduce undesired sonar noise.

SwitchFire's Max Mode unveils amazing detail that includes even the smallest subsurface objects, as well as thermoclines and water current.

Included in the lineup of new 300 Series models are three with built-in GPS antennas and SD card slots: the 385ci Combo with color display, 385ci Combo Portable with color display and the 365i Combo with monochrome display. Also are three models without GPS capabilities or SD card slots: the 345c and 345c Portable with color displays, and the 325 with monochrome display. Suggested retail prices for these models range from \$179.99 to \$399.99.

For more information visit humminbird.com, contact Humminbird, 678 Humminbird Lane, Eufaula, AL 36027, or call 800-633-1468.

Johnson Outdoors Marine Electronics LLC consists of the Humminbird, Minn Kota and Cannon brands. Humminbird® is a leading innovator and manufacturer of fishfinders, fishfinder/GPS combo units, chartplotters, marine radios and digital depth gauges. Minn Kota® is the world's leading manufacturer of electric trolling motors, as well as offers a complete line of battery chargers, Trim Tabs and marine accessories. Cannon® is the leader in controlled-depth fishing and includes a full line of downrigger products and accessories.

385ci Combo **\$399.99 MRP**

Features

- Exclusive SwitchFire™ Sonar w/2 viewing options
 - Clear Mode - displays only fish and structure for an uncluttered screen
 - Max Mode - unveils full detail of all subsurface objects
- SD card slot (SD memory card not included)
- GPS speed and water temperature included
- Choose Tilt & Swivel Quick Disconnect mounting, or optional in-dash installation in many existing consoles
- Split screen zoom with 2x, 4x, 6x and 8x selections and Bottom Lock
- X-Press™ Menus for easy information access

Specifications

Display Size:	3.5" diagonal
Display Pixel Matrix:	320V X 240H
Display Type:	256 color TFT
Operating Frequency:	200 kHz & 83 kHz
Depth Capability:	1,000 feet
Power Output:	300 watts RMS; 2,400 watts Peak-to-Peak
Current Draw:	380 mA
Sonar Coverage:	83 kHz: 60° @ -10 db 200 kHz: 20° @ -10 db
Target Separation:	2 ½"
Cartography – Standard:	Humminbird UniMap™

Cartography – Optional:	Navionics® Gold, HotMaps™, HotMaps™ Premium
GPS Receiver:	Internal 16 channel GPS with WAAS
Communication:	NMEA 0183 output
Unit Size (Standard Mount):	5.25" W x 5.12" H x 4" D
Unit Size (In-dash Mount):	5.25" W x 5.12" H x 1.12" D (Optional Humminbird® part number IDMK-300 is required for in-dash mounting.)

385ci Combo Portable

\$449.99 MRP

Portable Features

- Rugged soft-sided portable bag features carry handle and non-skid bottom.
- Zippered storage compartments hold transducer, battery and charger.
- Quick Disconnect mounting system allows easy removal of fishfinder.
- 12-volt sealed battery provides up to 16 hours of continuous operation.
- Battery and 120 VAC smart charger included. (Some international models may not include battery and charger.)
- Portable bag designed to fit in five gallon bucket.
- Optional ice-fishing transducer and support cable; convert system for all season use (sold separately).
- Suction cup transducer quickly attaches to most smooth surface wood, aluminum and fiberglass hulls.

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Target Separation:	2 ½"
Cartography – Standard:	Humminbird UniMap™
Cartography – Optional:	Navionics® Gold, HotMaps™, HotMaps™ Premium
GPS Receiver:	Internal 16 channel GPS with WAAS
Communication:	NMEA 0183 output
Unit Size (Standard Mount):	5.25" W x 5.12" H x 4" D

365i Combo
\$299.99 MRP

Features

- Exclusive SwitchFire™ Sonar w/2 viewing options
 - Clear Mode - displays only fish and structure for an uncluttered screen
 - Max Mode - unveils full detail of all subsurface objects
- SD card slot (SD memory card not included)
- GPS speed and water temperature included
- Choose Tilt & Swivel Quick Disconnect mounting, or optional in-dash installation in many existing consoles
- Split screen zoom with 2x, 4x, 6x and 8x selections and Bottom Lock
- X-Press™ Menus for easy information access

Specifications

Display Size:	4" diagonal
Display Pixel Matrix:	320V X 240H
Display Type:	16 level FSTN
Operating Frequency:	200 kHz & 83 kHz
Depth Capability:	1,000 feet
Power Output:	300 watts RMS; 2,400 watts Peak-to-Peak
Current Draw	270 mA
Sonar Coverage:	83 kHz: 60° @ -10 db 200 kHz: 20° @ -10 db
Target Separation:	2 ½"
Cartography – Standard:	Humminbird UniMap™
Cartography – Optional:	Navionics® Gold, HotMaps™, HotMaps™ Premium
GPS Receiver:	Internal 16 channel GPS with WAAS
Communication:	NMEA 0183 output
Unit Size (Standard Mount):	5.25" W x 5.12" H x 4" D
Unit Size (In-dash Mount):	5.25" W x 5.12" H x 1.12" D (Optional Humminbird® part number IDMK-300 is required for in-dash mounting.)

345c
\$279.99 MRP

Features

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345c Portable **\$329.99 MRP**

Portable Features

- Rugged soft-sided portable bag features carry handle and non-skid bottom.
- Zippered storage compartments hold transducer, battery and charger.
- Quick Disconnect mounting system allows easy removal of fishfinder.
- 12-volt sealed battery provides up to 16 hours of continuous operation.
- Battery and 120 VAC smart charger included. (Some international models may not include battery and charger.)
- Portable bag designed to fit in five gallon bucket.
- Optional ice-fishing transducer and support cable; convert system for all season use (sold separately).
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325
\$179.99 MRP

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385ci Combo Portable

\$449.99 MRP

Portable Features

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- Zippered storage compartments hold transducer, battery and charger.
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- 12-volt sealed battery provides up to 16 hours of continuous operation.
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Display Type:	16 level FSTN
Operating Frequency:	200 kHz & 83 kHz
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Power Output:	300 watts RMS; 2,400 watts Peak-to-Peak
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345c
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