



Axiom

Nov 14, 2017 09:30 GMT

Raymarine - METSTRADE Press Kit 2017

The Raymarine press kit at METSTRADE 2017 includes the following press releases:

- Introducing Axiom™ Multifunction Displays with RealVision 3D™ Sonar & Lighthouse 3
- Raymarine to Show Axiom Pro Advanced Multifunction Displays at METSTRADE

Jim Hands, Marketing Director, FLIR Maritime (Stand 11.400, Hall 11) and Raymarine (Stand 01.111, Hall 1) is available for media meetings. Contact

Karen Bartlett at k.bartlett@saltwater-stone.com or T: +44 (0) 7910 005127.

Press Release #1

Introducing Axiom™ Multifunction Displays with RealVision 3D™ Sonar & Lighthouse 3

METSTRADE, November 14th to November 16th, Hall 1, Stand 01.111

Raymarine introduces quad-core touch-screen MFD with 3D viewing and real CHIRP functionality at METSTRADE 2017

Raymarine is pleased to introduce an all-new family of Raymarine MFDs called Axiom, game-changers poised to shake up the marine electronics industry.

Consider the Merriam-Webster definition of “axiom”: “a statement accepted as true as the basis for argument or inference” or “an established rule or principle or a self-evident truth.” The word is derived from the Greek *axios* and Latin *axioma* meaning “something worthy.”

Indeed, ‘AXIOM’ is the perfect name for Raymarine’s powerful new multifunction navigation system. With available built-in RealVision 3D™ sonar, the all new LightHouse 3 operating system, and blazing quad-core performance, AXIOM represents an entirely new paradigm of navigational and fish-finding performance.

The Raymarine Axiom MFD family features lifelike imagery via Raymarine’s exclusive RealVision 3D for superior underwater fish and structure identification. The new rugged, all-glass touch screens are available in 7-, 9-, and 12.1-inch display sizes and come pre-installed with Raymarine’s new LightHouse 3 operating system. Combined with Axiom’s fast quad core processor, LightHouse 3 delivers an intuitive and powerful navigation experience through a redesigned interface that is quick to learn and easy to personalize.

NEW RealVision 3D Sonar

RealVision 3D Sonar represents technology anglers have been asking for since day one – the ability to see what’s below, behind, and to the sides of the boat, all at once and in three-dimensions. With blazing quad-core processor performance, RealVision 3D displays the entire underwater world—including structure, cover, fish and forage—in stunning detail. The user can readily pan, tilt and zoom the 3D image to examine from any angle, even from unique POVs like standing on the lake bottom and looking up to the bottom of the boat.

See a piece of cover you want to explore? Or perhaps a large group of bottom-hugging fish or roaming pelagics? A simple tap on the point-of-interest anywhere in the three-dimensional space allows easy waypointing that appears immediately in chart view.

Yes, via Axiom, Raymarine brings anglers a whole new way of looking at underwater data and endless customization to meet individual needs, all from one all-inclusive transducer, no black box required.

RealVision 3D transducers combine CHIRP DownVision, CHIRP SideVision, High Frequency CHIRP, and RealVision 3D into a single transducer housing. Additionally, Raymarine’s gyro-stabilized sonar technology compensates for boat movement, delivering life-like 3D sonar imagery. With settings up to 300 feet left and right and up to 300 feet deep, surveying entire water bodies has never been easier and faster.

Second only to draining a lake, RealVision 3D finally gives anglers, divers, search and rescue teams, and boaters a true, easy-to-understand view of bottom topography, debris, and fish. The missing link between sonar, chartplotting, and side- and down-looking technologies has arrived, providing users with a comprehensive and true representation of what’s below.

State-of-the-art OS and Hardware

Raymarine engineers listened to customers who asked for a more powerful and intuitive user experience. The result? LightHouse 3, a fast, fluid, and easy-to-use interface that puts you in complete command with just a few touches. LightHouse LiveView Menu Controls allow users to easily customize

the chart and see the navigation display change in real time. The addition of Smart Context Windows and New Chart Modes provide uncluttered menus with quick access to Simple, Detailed, and Fishing chart modes.

One feature of marine electronics often overlooked is the processor, which dictates the speed and ease when running numerous features at once. At the heart of each Axiom unit is an integral piece of hardware: a quad-core CPU. This allows the user to boot up quickly, as well run numerous screen views simultaneously with multiple windows, databoxes, real-time adjustments, all while Axiom is running numerous background tasks.

Prices for the Raymarine Axiom MFD Series range from €745.00 to €2,645.00

For more information, visit www.raymarine.com

Press Release #2

Raymarine to Show Axiom Pro Advanced Multifunction Displays at METSTRADE

METSTRADE, November 14th to November 16th, Hall 1, Stand 01.111

New High-Performance Multifunction Displays Offer Superior 1kW CHIRP Sonar Technology, Intuitive HybridTouch Control and RealVision 3D™

Raymarine will show a range of products from its new advanced multifunction display line, Axiom Pro, at METSTRADE. Designed for offshore enthusiasts and professional captains, Axiom Pro features Raymarine's HybridTouch™ control, combining multi-touchscreen controls with an ergonomic keypad for additional confidence in rough seas. For serious offshore anglers, Axiom Pro is available with a 1 kW, high-powered CHIRP sonar and Raymarine's built-in, advanced RealVision™ 3D sonar.

The new Axiom Pro line is offered in 9-, 12- and 16-inch display sizes, and each model is available with Raymarine's exclusive RealVision 3D sonar.

Axiom Pro's fish-finding capability is upgraded with an optional, internal 1kW CHIRP sonar. This powerful offshore sonar employs a wide spectrum of CHIRP sonar frequencies and enables anglers to see through dense schools of baitfish, identify thermoclines and simultaneously target game fish in deep water.

Engineered to perform in bright sunlight, Axiom Pro displays feature high-definition, In-Plane Switching (IPS) display technology, maximising viewing angles and reducing blackouts when wearing polarised glasses. Powered by Raymarine's new LightHouse 3 operating system and combined with Axiom Pro's fast, quad core processor, Axiom Pro delivers an intuitive and fluid navigation experience through an improved, easily-personalised interface. Axiom Pro's flexible design and LightHouse 3 operating system enables integration with multiple Axiom displays, CHIRP radar, Evolution autopilot and FLIR thermal night vision technology.

"Raymarine's combination of Axiom Pro's RealVision 3D sonar and built-in 1kW CHIRP sonar is a game-changer," said Grégoire Outters, Vice President and General Manager of FLIR Maritime. "Axiom Pro provides serious offshore anglers and boaters with larger display sizes, deep water CHIRP sonar performance and the flexibility of HybridTouch control for an exceptional, all-in-one navigation experience."

Cruising and sailing customers can also take advantage of new Axiom Pro-S models, which feature a high-performance multifunction display and chart plotter with a built-in, single-channel CHIRP sonar, starting at €2,395. Axiom Pro models with RealVision 3D and 1kW CHIRP sonar start at €2,645, and will be available in the third quarter through FLIR's network of Raymarine dealers.

For more information on the Axiom Pro MFD line, please visit www.raymarine.com/axiompro

Media contacts:

Karen Bartlett

Saltwater Stone

+44 (0) 1202 669 244

k.bartlett@saltwater-stone.com

About FLIR Systems:

Founded in 1978 and headquartered in Wilsonville, Oregon, FLIR Systems is a world-leading maker of sensor systems that enhance perception and heighten awareness, helping to save lives, improve productivity, and protect the environment. Through its nearly 3,500 employees, FLIR's vision is to be "The World's Sixth Sense" by leveraging thermal imaging and adjacent technologies to provide innovative, intelligent solutions for security and surveillance, environmental and condition monitoring, outdoor recreation, machine vision, navigation, and advanced threat detection. For more information, please visit www.flir.com and follow [@flir](https://twitter.com/flir).

About Raymarine:

Raymarine, a world leader in marine electronics, develops and manufactures the most comprehensive range of electronic equipment for the recreational boating and light commercial marine markets. Designed for high performance and ease of use, the award-winning products are available through a global network of dealers and distributors. The Raymarine-branded product lines include radar, autopilots, GPS, instruments, fishfinders, communications, and integrated systems. Raymarine is a brand of FLIR Systems, a world leader in thermal imaging. For more information about Raymarine please go to www.raymarine.com.