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## **SI-TEX ANNOUNCES FALL 2010 LAUNCH OF NEW SVS-650 DIGITAL COLOR SOUNDER**

Packs Professional Grade Features  
and Performance in a Rugged, Compact & Affordable Package.

SI-TEX Marine Electronics has unveiled its new SVS-650 Digital Echo Sounder — a compact, affordable color LCD unit with the professional-grade features and performance to satisfy the most demanding salt water anglers. This advanced fish-finding machine — the first SI-TEX sounder developed from the company's new US headquarters — will make its worldwide debut at the 2010 National Marine Electronics Association (NMEA) Convention this fall and will be available to the boating public soon after.



The dual-frequency (50/200kHz) SVS-650 features 600W output and a 6.5" high-definition color LCD display that is viewable in direct sunlight, for fish finding performance on any type of vessel. Unlike competitive horizontal display format sounders, the SVS-650's vertically oriented 450 X 750 pixel display provides maximum sonar resolution where it's most useful — helping anglers find fish between the vessel and the seabed. Further enhancing this new unit's commercial pedigree, the SVS-650 meets IPX7 Waterproof Standards — sea spray, bad weather and wet open boats are no problem for this rugged sounder. The SVS-650 features large, clearly marked controls and large rotary knob controls for adjusting Gain and STC (used to minimize surface clutter from plankton or bubbles) .

SI-TEX's all Digital technology eliminates unwanted noise and provides the clearest image in all fishing environments and operating conditions. In addition, the SVS-650's digital design delivers superior fish detection and bottom discrimination in shallow water or deep (the SVS-650 features 24 depth ranges from 10 to 4,800 feet). Advanced features like SI-TEX's new White Line/Black Line Bottom Discriminator help separate bottom-hugging fish targets from the seabed.

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The versatile SVS-650 offers a wide range of display modes, including Normal (Single or Dual Frequency), Bottom Zoom, Bottom Lock, Shift, Split Screens and Depth/Sea Temperature/Fish Alarms. With optional GPS input, the SVS-650 offers GPS Position, Waypoint Steering and Navigation Highway modes, along with a 10-Event Point Memory that allows the operator to instantly save a fishing location and follow a return steering course to the spot. The SVS-650's easy-to-use Snap Shot feature lets skippers save and store up to 10 sounder screens in memory, providing a useful library of wrecks, reefs and other fishing hot spots for future reference.

Range and Gain can be set to Auto or controlled manually, allowing for independent adjustment of each frequency. Operators can also select Auto or Manual Shift control, or an advanced Auto Mode that instantly adapts to changing seabed and water conditions to provide full "hands-free" operation.

Where many echo sounders provide a handful of language options, the SVS-650 lets the operator select from 26 different languages for true global operation. These include languages most popular for the world's maritime/commercial fishing industries, such as English, Spanish, French, Vietnamese, Portuguese and Greek, to name just a few.

The new SI-TEX SVS-650 Echo Sounder will carry an affordable MSRP of \$749.00, making it an ideal choice for a range of boats and fishing applications. For more information about the SVS-650 or the full line of advanced SI-TEX marine electronics, contact SI-TEX at 25 Enterprise Zone Drive, Suite 2, Riverhead, NY 11901. Telephone: (631) 996-2690. Website: [www.si-tex.com](http://www.si-tex.com). E-mail: [customerservice@si-tex.com](mailto:customerservice@si-tex.com)

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