

Sportsman NEW PRODUCTS

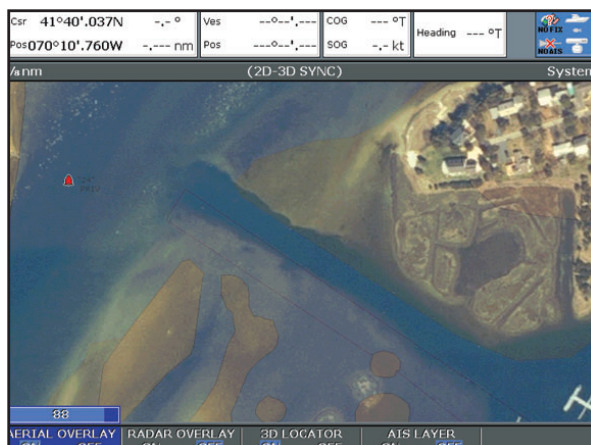
A better way to get there

Navionics, a leader in electronic charting and digital navigation data, has a new flagship product, Platinum+.

A major enhancement to its Platinum cartography, Platinum+ combines extremely high-resolution satellite and aerial photography overlays, XGA panoramic pictures, improved 3-D bathymetric bottom detail, the complete U.S. Coast Pilot guide and high-definition fishing data.

"Like Platinum before it, Platinum+ redefines marine cartography," said Bob Moshiri, vice president of sales and marketing. "We combine extraordinary cartography with unprecedented imagery to create the most advanced charting and navigation product available for recreational boaters."

The new multi-dimensional charting and navigation cartography includes brilliant,



high-definition, geo-referenced satellite and high-aerial top-down photography overlays.

Navionics has geo-referenced the entire U.S. Coast Pilot guide making it easier for boaters to access this information.

Navionics customers who own Platinum+, Platinum or Gold+ cartography for U.S. waters also can obtain Fish'N Chip high-definition fishing charts at no additional cost.

Fish'N Chip provides detailed bathymetric information of near-shore and off-shore areas. Fish'N Chip is ideal for anglers, divers and boaters who require the best resolution of bottom structure and contour detail.

Platinum+ is available at marine and sporting goods stores at a retail price of \$499. For more information about Platinum+, Fish'N Chip, Navionics compatible chart plotters or to learn more about Navionics and its product line, contact 800-848-5896 (toll-free) or visit www.navionics.com.

Change lures in a snap — without the snap

Quickswirl, an instant lure connector, is now available at retail outlets and through the company web site, www.quickswirl.com.

"The original Quickswirl design was developed with the intent to provide the fishing community with an easy to use lure connector that combined to deliver both durability and optimized functionality for both fresh and saltwater applications," said Craig Biddle, CEO and co-founder of Quickswirl.

An alternative to snap swivels,

Quickswirl is easily used. To attach a lure, simply place the eye of the lure onto the end of the exposed coil adjacent to the shaft and swirl two rotations to the base. To remove and replace the lure, simply reverse the process.

The raw material is comprised of .026-inch diameter stainless-steel wire and specifically made

for abrasion resistance and protection from fish teeth. It has been torsion straightened and treated so it's nearly invisible beneath the water and has a dark coffee-color finish.

"This is the best product in its class that I've ever used," said Jesse Arsola, a professional fishing guide and founder of Reel Life Adventures. "It actually enhances the action of my topwater and artificial baits, improving my fish catch. I used to tie on directly to my artificials, but now all I use is Quickswirl. I've never lost a trophy

trout or redbfish while using the product."

This snap-on device is available through the Quickswirl web site and soon will be carried at fishing retail outlets, including Cabelas.

For more information, call 512-771-0598, visit www.quickswirl.com or e-mail cbiddle@quickswirl.com.



End package-wrap rage

The nightmare of opening packaged toys, electronics and other items, experienced by a group of women known as Designing Women with the Zibra Company, led to frustration and aggravation that prompted the ladies to develop a new product that would open any hard-plastic-wrapped package, including those holding fishing lures and hooks.

The Open It! was developed and brought to market by Zibra, a Mooresville, N.C.-based business (www.enjoyZibra.com).

The Open It! (www.wrapragedure.com) can be used to open packages, snip ties and unscrew battery compartments.

"I'm a busy mom of four children, and I couldn't live without my Open It!" said Mary Dinkel. "It's my most-used tool. I have one in almost every room in my house, including my garage."

The Open It! has patented angular jaws that allow cutting through hard-plastic packages while keeping hands free from sharp edges. With its mini-screwdriver, box-cutter blade and patented jaws, the Open It! is a multi-functioning cure.

Zibra and its Designing Women are pleased to announce the Open It! is available for sale at Walgreens and Home Depot stores.

For additional information go to www.wrapragedure.com or call 704.876.4287.

