

**PRESS
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Nature Vision, Inc.

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Nature Vision unveils Motorized Aqua-Vu



BRAINERD, MN, July 9, 2006 – Until now, anglers have regarded fishing and underwater viewing as independent activities— you fish or you view, but rarely both. Such thinking, however, may soon be outdated. With the introduction of Nature Vision’s new MAV (Motorized Aqua-Vu), an entirely new category of marine electronics has emerged. MAV is the first-ever hands-free motorized underwater viewing system—complete with a motorized retrieval spool, camera controlling footpad, and LCD monitor.

With the easy-to-use footpad, MAV’s powerful gear-driven motor lowers and raises the camera to the desired depth. Nature Vision’s patented Depth-Tech feature displays camera depth, allowing anglers to easily track and maintain specific bottom contours. Meanwhile Temp-Tech provides on-screen water temperature. Coupled with the vivid picture of the underwater world, this info yields a stunning perception of productive fishing patterns.

For a big-picture view of the underwater terrain, MAV features a huge daylight viewable 10.4-inch flat-screen LCD monitor that can be seen from anywhere in the boat. An Auto-Off feature turns the monitor off when the camera is fully retracted. In addition, multi-colored Spectral Response lighting is built in to the camera housing, yielding effective low-light viewing. For even more viewing versatility, the unit sports an external video-output jack for watching the underwater landscape simultaneously on two monitors, or for video recording.

Powered by the boat’s 12-volt system, MAV can be mounted in any number of locations, based solely on the way you fish. Bass anglers typically prefer the monitor and footpad mounted in the bow, which allows them to cover twice the water in half the time; walleye anglers may chose to place the unit in the transom, to view while backtrolling or jigging.

Retailing at just under \$2000, Nature Vision’s National Sales Manager Trevor Sumption has no qualms about the four-digit price tag, “Currently we sell more five and six-hundred dollar Aqua-Vu models than we do three hundred dollar models. The last few years in the fishing market have demonstrated that consumers are not afraid to pay for features that offer true benefits – whether it’s in depthfinders, reels, or underwater cameras.”

Nature Vision’s MAV permits comfortable viewing and fishing at the same time. That’s a major innovation— a breakthrough in fishing-friendly viewing convenience that’s bound to impact fishing for years to come.

Nature Vision, Inc., a publicly held corporation headquartered in Brainerd, Minnesota, created Aqua-Vu, the first self-contained underwater viewing system in 1997. Founded by President/CEO Jeff Zernov, Nature Vision continues to reinvent the outdoor experience.

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