

What is CHIRP?

More information always delivers a better result. Think of CHIRP technology as providing more information for everything from recreational and commercial fish finders to chart plotters, side scan sonar and radar units.

CHIRP is an acronym for Compressed High-Intensity Radiated Pulse. This technology differs significantly from old-school sonar technology, which relies on one, two or perhaps three frequencies being directed into the water column.

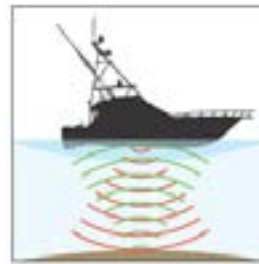
CHIRP technology sends a wide range of frequencies — or pulses of energy — into the water, and it sends them at a faster rate than traditional sonar units. Variety is the key here.

Low frequency pulses can penetrate deeper. High frequency pulses generally can deliver more defined images. When you transmit a range of frequencies and you're transmitting them faster, you're collecting more information for the processor — which can then deliver better illustrated and sharper images to your screen.

That means distinguishing between bait fish and keepers, and a clearer view of everything beneath and around your hull with CHIRP-equipped sonar devices as well as out on the surface with CHIRP-equipped radar units.

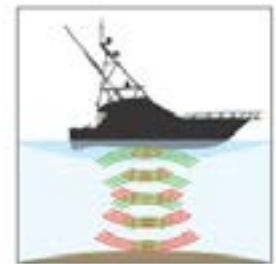
High frequencies have a narrower sonar cone, great for detail and separating fish from the sea bottom.

Lower frequencies have wider sonar cones, great for trolling.



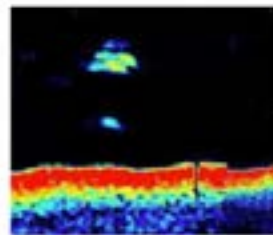
Conventional Sonar

Listens to a single frequency

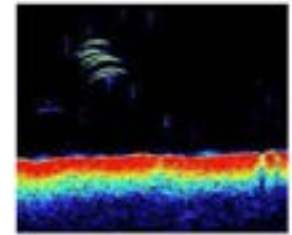


ClearPulse

CHIRP listens to a wider spectrum



Conventional Sonar
Targets can merge
into one target



ClearPulse (CHIRP)
CHIRP reveals much
greater detail