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For Immediate Release:

UPI and Navico, Inc Team Up To Offer Precision Aquatic Plant Mapping Tool

January 13, 2015 - King of Prussia, PA: Navico, the world's largest manufacturer of marine electronics and parent company to the Lowrance, Simrad, B&G, and GoFree brands, announced today it has teamed up with UPI, a leader in crop protection and aquatic plant management products, to offer a precision aquatic plant mapping and management treatment tool within Navico's BioBase aquatic bathymetric and vegetation map platform.

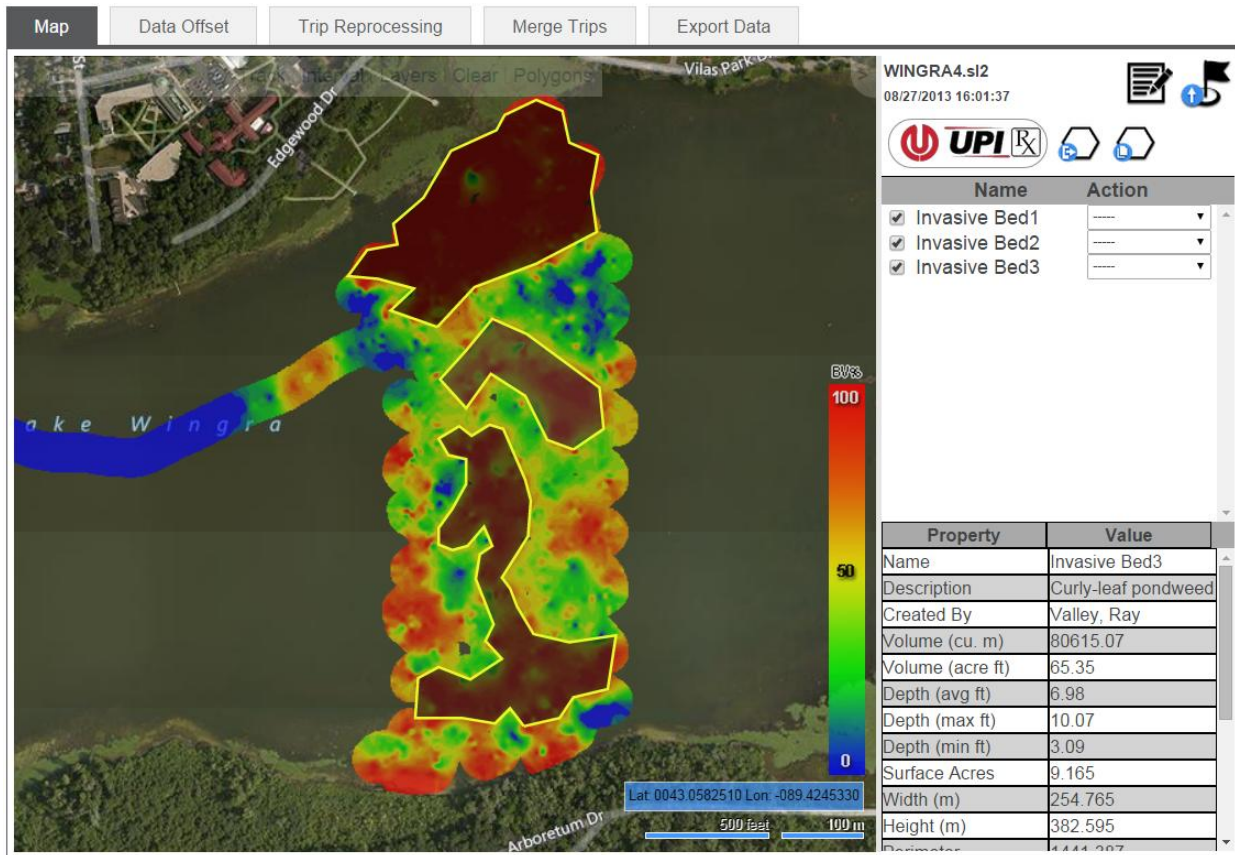
The partnership brings BioBase, a precision aquatic mapping tool, together with the UPI Treatment Tool eliminating the guesswork from aquatic plant bed delineations and water volume calculations for herbicide applications. This revolutionary combination of accurate mapping and herbicide calculations is unprecedented. Other methods of obtaining herbicide calculations rely on subjective assessments and broad averages without BioBase as a means to automatically turn sonar into full GIS plant biovolume maps complete with depth contours. Applicators, regulatory agencies, biologists, and other stakeholders will all achieve the same objective result thus enhancing accountability and cooperation between partners managing waterways.

"We are pleased to partner with UPI to create exciting new bundled solutions that deliver economic and environmental benefits to aquatic resource practitioners and the public they serve," said Greg Konig, managing director of Navico's Digital Marine Division. "By combining the power of Lowrance & Simrad electronics, BioBase and UPI tools, nuisance submersed aquatic plants can be objectively mapped and precisely targeted for removal."

To use the UPI Treatment Tool, Aquatic Resource Managers and Researchers log acoustic and GPS data with select [Lowrance™](#) and [Simrad™](#) branded sounders and chartplotters while out on the water, and then upload the sonar file to their [BioBase](#) account. The automated cloud-based mapping system quickly creates objective contour, vegetation and bottom hardness maps that are stored in an online account. UPI Treatment Tool users can then custom-select areas of interest for precise calculations of UPI-brand aquatic herbicides. Map and treatment summaries are instantly generated and available for management decisions and reporting. The result is immediate time and cost savings with the most important outcome being more accurate applications and better control.

About UPI: For more than thirty years, UPI has been a premier supplier of crop protection products and plant technologies designed for the agricultural, professional, and aquatics markets. Over the years, UPI has continued to grow through strategic market acquisitions and state-of-the-art manufacturing capabilities. UPI is driven to deliver high-quality, value-added products to help our customers achieve the next level of productivity and profitability. Visit us at www.UPI-usa.com or call 800-438-6071.

About Navico: A privately held, international corporation, Navico is currently the world’s largest marine electronics company, and is the parent company to leading marine electronics brands: Lowrance, Simrad, B&G, and GoFree. Navico has approximately 1,500 employees globally and distribution in more than 100 countries worldwide. www.navico.com



Caption - Users can trace polygons around mapped areas of interest such as invasive aquatic plant beds and use the UPI tool to automatically generate statistics and prescriptions for UPI-brand herbicides.