Another winter boat show season is upon us and the start of the retail boating season is in full swing, in some parts of the country, it's already under way. With the marine market now finally in recovery mode, it's time to gear up for increased sales and profits. For marine dealers now is the time to restock the shelves with the latest in marine electronics and lighting. As always, innovation in this sector is driving significant improvements that are making boating easier, safer and more enjoyable while also helping distributors and dealers generate more business. We once again proudly offer our Electronics & Lighting special section, which is filled with an amazing array of high-quality, innovative electronics and lighting products—from the latest in interior and underwater LED lighting to watertight electronics, VHF, chartplotters, navigation screens, and more—offered by some of the industry's leading manufacturers and distributors.

As they have increasingly in recent years, these suppliers also have expanded and improved their service offerings and kept pricing competitive to help dealers, accessories retailers and marine operators get the most out of each and every sale. Most of them also offer extensive online support services, including fast, affordable deliveries, as well as top-of-the-line technical and marketing support. The reason is simple: They know that successful dealers are what this industry needs to grow again!

So, please read on, because it's time to dust off the shelves and get the cash registers humming.
Seawide has thousands of products on the shelf that professionals need. Our knowledgeable staff and efficient service ensure that industry buyers compete in today’s tough economy. “We provide our customers with quality products at competitive prices,” said Mike Yarbro. “Whether you are a dealer, electronics installer, retailer, or an OEM, Seawide offers the products and services that industry buyers need.”

Our goal at Seawide has always been to provide our customers with quality products at competitive prices,” said Mike Yarbro. “Whether you are a dealer, electronics installer, retailer, or an OEM, Seawide offers the products and services that industry buyers need.”

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over 30 years of exceptional customer service and competitive prices

- Nationalwide Coverage
- Experienced Sales Staff
- Unbeatable Customer Service
- 8AM-8PM EST Phone Support

You can find our products in key markets throughout the country, including:

Seattle, WA
Costa Mesa, CA
Murrella's Inlet, SC
Sarasota, FL

Seawide's catalog is a valuable sales tool with thousands of products to offer boat builders and OEMs. Seawide believes electronics should be an integral part of the boat building process. They can become a valuable added profit center and help the manufacturer deliver move-in inventory of the latest electronic products and accessories. Seawide can keep their inventory well stocked at competitive wholesale prices. Seawide's catalog is a valuable sales tool with thousands of products to offer boat builders and OEMs.

Top Tier Underwater Light Supplier

Seawide is one of the largest underwater light wholesale suppliers in the US, offering Ocean LED and Lumishore underwater lights to marine manufacturers, dealers and distributors. Seawide is backed by great service, for over 30 years. They have built strong relationships with our customers and manufacturers, many of which span the entire history of the company dating back to 1976, said Yarbrough, who represents the second generation of his family's business.

Our goal at Seawide has always been to provide our customers with quality products at competitive prices.”

products and services professionals need

The reason Seawide is dedicated to providing quality products at competitive prices is their commitment to provide the best products and services that industry needs. For marine electronics dealers and installers, Seawide has thousands of products on the shelf ready to pick up or ship out. Dealers do not want to stock too much inventory, especially in their own personal warehouses. For boat builders and OEMs, Seawide believes electronics should be an integral part of the boat building process. They can become a valuable added profit center and help the manufacturer deliver move-in inventory of the latest electronic products and accessories. Seawide can keep their inventory well stocked at competitive wholesale prices. Seawide's catalog is a valuable sales tool with thousands of products to offer boat builders and OEMs.

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Anyone can offer a competitive wholesale price on electronics, but Seawide Distribution offers nationwide service, market understanding and product knowledge, 8AM-8PM EST phone service, a 24/7/secure EDI site that is competitive for over 50 top manufacturers. Why buy from a "mailbox electronics anywhere else?"

Unlimited Color Options

Color Controller - Allows use to select light colors, sequences, and color mix. Single color versions available.

.Options for any Installation

DriveLite™ - The "no holes" installation option easily attaches to transom plates, it's designed to fit the "no holes" pattern of leading competitors. From $785.00 A PAIR

Thru-Hull - Available 18 to 120 watts, flush or surface mount, from $790.00 A PAIR
SPECIAL ADVERTISING SECTION

Offering A Broad Range of Underwater and Cockpit Lighting

Win-Tron Electronics offers one of the broadest ranges of marine electronics and lighting in the U.S. Founded in 1974 by Bill Winder, Win-Tron Electronics has grown and prospered through good times and bad by staying focused on commitment to excellence. "We specialize in offering dealers the market leading products that they need. Backed by our expert and knowledgeable service staff" said Win-Tron president Edward Winder. "Win-Tron works for the dealers by negotiating with suppliers for the best possible pricing." It’s all part of Win-Tron’s pledge to help dealer increase their profits in their respective markets.

Marine LED Lighting

For Our Complete Inventory of LED Underwater Lighting, Visit www.wintronelectronics.com Today!

Underwater lighting

Thanks to its increasing popularity, boaters, underwater lighting products offer dealers excellent sales and profit opportunities. "Not only are underwater lights in the evening, and at night, a significant safety factor, the latest lighting has become," said Winder. "Boaters increasingly enjoy the option of having eye pleasing features when looking at the world below.

The company also offers an underwater light that not only offers the world below, but also perfect for just about any boat. They also are compact and amazing bright.

Cockpit lighting

Lumitec’s accent lights include high intensity, halogen lights, which offer extreme brightness and salt-spray tested to 3,000 hrs. So installation is fast and easy. Its Caprera high intensity, 55w halogen replacement flood light offers incredible brightness, which makes it a great task/cockpit light. It’s the marine electronics store that works right out of the box. Winder said Winder. Time saving Website

Websites allow ordering capabilities of all their product lines. Customers can view and place orders on more than 5,000 products online. They also can check the status of orders and manage their online accounts. Our dealer website was created to save their money by reducing the amount of time required to manage their businesses," said Winder.

We specialize in offering dealers the market leading products they need, backed by our expert and knowledgeable service staff.
A Leading Supplier Of Well-Known, Quality Marine Audio And Video Products

CPS DISTRIBUTORS, INC.
"Inspirating Entertainment"

DSXMS60

Audio and Video
A Leading Supplier

With 12 lineups available in the road, CPS has emerged as one of the leading audio and video suppliers backed by unparalleled service and technical support. CPS’ product offerings include names that just about every boat buyer will recognize and appreciate, such as Sony, Kenwood, Bazooka, Alpine, MTX and more, as well as its own proprietary C.P.S. products, which include speakers, remote controls, and USB accessories. With 12 lineups available in the road, CPS has emerged as one of the leading audio and video suppliers backed by unparalleled service and technical support. CPS’ product offerings include names that just about every boat buyer will recognize and appreciate, such as Sony, Kenwood, Bazooka, Alpine, MTX and more, as well as its own proprietary C.P.S. products, which include speakers, remote controls, and USB accessories.

Marine audio
C.P.S. is committed to marine audio ex- cellence and acts as a single point of con- tact to boat builders, mariners and more. The company works with its customers on design, marketing, and testing of new products.

Delivering Cutting-Edge LED Lighting Technology

Since it was founded in 2009, Aqualuma has brought to market an impressive range of products that provide unparalleled experience on the water. Aqualuma’s mission to combine people, passion, and performance is brought to life through its diverse range of products.

Unique features
Aqualuma lights are powered by one of the brightest LED sources on the market. The lights are designed to be energy-efficient and provide an eco-friendly alternative to traditional lighting solutions. They are also ultra-durable and designed to withstand the harsh marine environment. Aqualuma lights are versatile and can be used for a variety of applications, including interior lighting, exterior lighting, and even custom installations.

Lights up ahead
This year, Aqualuma introduced a series of LED lights for boat builders and dealers. With a variety of sizes and shapes, these lights are designed to enhance the look and feel of any boat. They are made from high-quality materials and are designed to last for years to come.

For more information, contact Aqualuma at (613) 705-9240, or visit www.aqualuma.com

For your nearest dealer visit www.aqualuma.com
Dedicated to Providing Innovative Marine Sound Solutions

Long known as a leading supplier of marine audio/video components, Prospec Electronics is inking forward with a continued commitment to providing exceptional solutions, exclusively for the marine environment. Through its many product lines, including SeaWorthy and Millennia, Prospec Electronics manufactures and distributes some of the highest performing marine audio/video products in the world. Prospec also is an exclusive marine industry supplier of offshore audio and accessories that include Infinity and JL Audio.

Prospec vice president of sales, marketing and product development, Todd Allen, states, “Dedicated by design and produced by Prospec, Millennia formerly focused exclusively on speakers to stand up to the harsh marine environment. Now, we have expanded the line to include portable media ready receivers and innovative accessories.”

One of the biggest contributors to the growth of CWR is our dedication to technology. One thing dealers have come to expect from the products available for 2011 proves that we can continue to improve, keeping systems, we can continue to improve, keep up to speed and accuracy of automated ordering systems, we can continue to increase efficiency and provide the best possible service to our customers.

The versatile Millennia MIL-idock-MC model can be used in conjunction with Prospec’s Millennia MIL-ATC-9 Commander/Receiver or MIL-DC-8 Commander/Receiver. The MIL-idock-MC is designed to mount into the “hodin” drawer. Existing MIL-ATC systems are compatible. The simple MIL-idock from Prospec Electronics has a suggested retail price of just $39, while the MIL-idock-MC costs $69.

The sleek Millennia MIL-idock from Prospec Electronics has a suggested retail price of just $39, while the MIL-idock-MC costs $69. One thing dealers have come to expect from Prospec Electronics is for vessels with larger helm displays. Available with six- and eight-inch displays, built-in worldwide charts and basemap and accepts additional map data for enhanced navigation systems is for vessels with larger helm displays. Available with six- and eight-inch displays, built-in worldwide charts and basemap and accepts additional map data for enhanced navigation systems is for vessels with larger helm displays. Available with six- and eight-inch displays, built-in worldwide charts and basemap and accepts additional map data for enhanced navigation systems is for vessels with larger helm displays. Available with six- and eight-inch displays, built-in worldwide charts and basemap and accepts additional map data for enhanced navigation systems is for vessels with larger helm displays.

High tech navigation, Touchscreen operation, That’s the formula for Garmin’s top-of-the-line GPSMAP 4000/5000 Series. More choices. More sizes. More value and capability for the money. That’s the beauty of Garmin’s GPSMAP 4000/5000 Series. For guidance, safety and situational awareness, you simply can’t go wrong with Garmin’s GPSMAP 4000/5000 Series. For more information, contact Garmin Electronics at 800-821-4941 or visit www.garmin.com.

CWR serves Garmin EPIRBS products with features and functions that actually enhance the boating experience. This marine electronics manufacturer has once again, CWR is on the cutting edge.

SeaWorthy – the company’s first line of dedicated marine audio products, in the innovative SeaWorthy line was so successful, within one year Prospec focused exclusively on the marine industry.

Today, Prospec Electronics manufactures a complete line of marine electronics that is compatible with marine audio/video components. A leader in the marine equipment, for the past 20 years, South Carolina, company has grown to become a major international player, exporting products to dealers throughout the world.

While some manufacturers simply put auto-enrollment and updatable software in a box marked ‘marine’, the Prospec MIL-idock-MC is designed to provide a marine electronics secure while under way. The Millennia MIL-idock addresses that need with a slide-proof docking location.

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FUSION RZ50 Series

The FUSION RZ50 Series is packed with features and functions that actually enhance the boating experience. This marine electronics manufacturer has once again, CWR is on the cutting edge.

Delivering the Latest Technologies in Wholesale Marine Electronics

CWR Electronics is one of the largest pre-assembly wholesalers in the marine electronics industry today. Despite the company’s growth, they have never lost sight of the founding principles of the organization – personalized service that consistently exceeds the expectations of the marine environment, now we have expanded the line to include portable media ready receivers and innovative accessories.”

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A Business
Built on Quality Traditions
After 29 years in business, the folks at Scandvik Inc. have teamed up with the Ger-
man based Frensch Lighting Company to pro-
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F-19 — State-of-the-art LED technology. Maximum energy efficiency. Top quality made in Germany. Excellent design.

Introducing Innovative New Products for 2011

Icom America, a Bellevue Wash.-based company, is an industry leader in marine
communications known for its innovative products and world-class service. Icom
America is an Icom exclusive feature
February 2011
is an Icom exclusive feature
February 2011
still take great pride in maintaining
the kind of service that is that hard to beat.

"We provide the kind of
dedicated and interested in both warm and cool
temperature applications. With an optional highlight color of black, red or green, and a IP45 dust protected and water jetting rating, they are ideal for interior and ex-
terior applications.

The F-19/F-18 QUATTRO LED replaces
20-watt halogen interior and exterior ceiling
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