



VEXILAR - 60 YEARS OF EXCELLENCE

1960 - Vexilar was founded by John Uldrich and Robert Knutson under the name "Vexilar Engineering". The first product was a small range-finder device for determining visual distances. The word Vexilar comes from the days of the Roman Empire. During a battle, the troops were directed to rally around a "Vexilar". Like a flag on a tall pole, the Vexilar was much more since it also contained symbols and markings that gave instructions to the troops on the battle field.



1976 - Vexilar introduces their new logo, developed by a legendary Japanese designer simply called "Mr. Logo" as a gift from Hondex Marine of Japan. The now Classic Vexilar bird is the image of a Wilson's Storm Petrel, a sea bird that spends nearly its entire life far out at sea and is considered a good luck sign to sailors.

1976 - Vexilar begins working with Hondex Electronics in Japan to introduce the HE-33, the first shallow water (0-12 feet) paper graph. Also, the DE-12 is introduced. This is the first solid state, three-color display, sonar device with no moving parts.

1975 - Vexilar introduces the model 660, the first CRT (Cathode Ray Tube) display sonar device to the sport fishing market. This model is well accepted and is followed by the 330 and 990.



1995 - Vexilar's President Skip Christman passes away from a sudden heart attack. His partner, Steve Baumann, continues on as President.



2002 - Vexilar introduced the FL-18. This is the first flasher to incorporate a split screen zoom. The popularity is overwhelming and Vexilar's sales climb to all time highs.



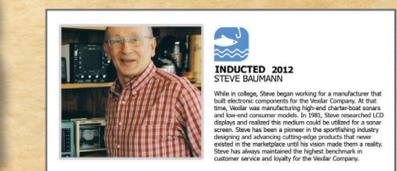
2006 - The next generation of three-color flashers were introduced with great anticipation. The FL-12 and FL20 joined the Vexilar product line-up with a stylish flat panel design and more built-in features. These two new models were a big hit with fishermen and Vexilar Sales soared.



2010 - Vexilar introduced their first line of underwater camera systems called the Fish Scout. For the first time underwater camera users were able to fish for nearly 10 hours on a single battery charge with this color/black and white camera system.



2012 - Steve Baumann, President of Vexilar, Inc. is inducted into the Freshwater Fishing Hall of Fame
"Baumann has been a pioneer in the fishing industry designing and advancing cutting-edge products and introducing products that never existed on the market until his vision made them reality."



2013 - Vexilar unveiled a stunning new generation of flasher sonar technology with the FLX-28. This next generation flasher sonar featured a fully automatic depth ranging option as well as a digital depth option. It also offers five color pallets of display lights using an all new brushless data transfer technology in addition to a special weed mode for fishing in thick weeds.



2017 - Vexilar introduces the FLX12 and FLX20 which incorporated the FLX28's breakthrough brushless technology. The DD-100 Digital Depth Indicator was also introduced, giving any Vexilar owner digital depth..



2020 - Vexilar reaches the sixty year mark and continues to help generations of anglers catch more and bigger fish



2019 - Vexilar wows ice anglers with the Glo-Ring. This glow-lure charger instantly sells by the tens of thousands.



2000 - Vexilar enters the high-end LCD market with the "Edge" LC-507, a dual sonar model that offers both a wide and narrow coverage at the same time. This model is later updated to the LC-507C, a color display unit.



2003 - The FL-8SLT is improved and renamed the FL-8SE, with a brighter display and improved interference rejection. Also, the FL-10 is introduced, a new in-dash version of the three-color flasher strictly for boating.



2004 - Vexilar introduces the AlumADucer, the world's first transducer designed to shoot through an aluminum boat's hull. It was awarded product of the year by the National Marine Manufacturers Association.



2008 - Ice Fishing Today television show debuts with Hall of Fame host Tom Zenanko. The show offers a unique television concept, supported by the website icefishingtoday.com.



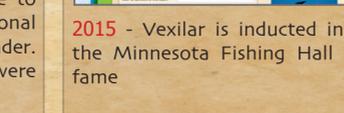
2010 - Vexilar celebrates 50 years of excellence



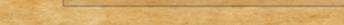
2012 - The creation of SonarPhone set a new benchmark for sonar by turning a person's smart device into high resolution, touch screen sonar device. This patented WiFi technology utilized the SonarPhone app to be able to turn the smartphone or personal tablet into a powerful fish finder. Vexilar SonarPhone systems were sold world-wide.



2015 - Vexilar is inducted into the Minnesota Fishing Hall of Fame
"The name Vexilar is synonymous with the ice-fishing market's dynamic growth in recent years. Talk ice fishing and a common topic is what anglers see on 'the Vexilar.' Legendary for its fishing-electronics innovations, the Bloomington-based firm boasts a history dating to 1960."

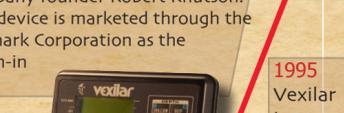


2019 - Vexilar wows ice anglers with the Glo-Ring. This glow-lure charger instantly sells by the tens of thousands.



1989 - Vexilar re-enters the sport fishing sonar market in a big way with the help of Hondex and their proven three color flasher sonar called the FL-8. This was the first sonar system to target the ice fishing market. This introduction totally transformed the term "Modern Ice Fishing" with levels of effectiveness never before possible prior to the FL-8. Here at the first Ice Fishing show in Minnesota, The Owner and Executives from Hondex learn about ice fishing from Mr. Baumann, Mr. Christman and Mitch Bennis from Vexilar.

1987 - Vexilar's Steve Baumann and Skip Christman develop the first digital fish weight scale with the help of company founder Robert Knutson. This device is marketed through the Normark Corporation as the Weigh-in Scale.



1991 Vexilar enters back into the LCD market for boating applications with the "Boundary Waters" model LC-8, an ultra-compact depth sounder. This model would later be replaced with the LC-10 and CLC-200.



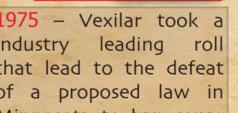
1982 Vexilar introduces the first Liquid Crystal Display depth sounder, the model 480. This innovation would change the shape of sport fishing sonar for many years to come.



1977 - Steven E. Baumann joins the company as a Mechanical Engineer. He will later become President in 1995.



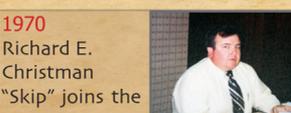
1975 - Vexilar took an industry leading roll that led to the defeat of a proposed law in Minnesota to ban sonar for fishing. If passed, Minnesota would have been the only state in the USA to have such a law on their books.



1973 - Vexilar introduces the model 510 paper graph. A smaller graph, targeted towards walleye and bass fishermen. Later this model is updated to the 555, which became the #1 selling paper graph of the day.



1970 Richard E. Christman "Skip" joins the company as a new electronic engineer. He later becomes President until his passing in 1995.



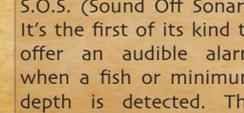
1969 Now a public company, Vexilar Engineering, Inc. introduced their first sonar device, the Model 120 S.O.S. (Sound Off Sonar). It's the first of its kind to offer an audible alarm when a fish or minimum depth is detected. The innovation was important enough to be featured on NBC's Today show.



1971 - Vexilar introduces the Model 60 "Fish Scout", an ultra-portable sonar that uses a needle readout to display depth. It's the first sport fishing sonar to be sold for under \$100.



1968 - The Model 104 "Deptherm" was introduced, Vexilar's first venture into the sport fishing industry, and remains in the product line for over 30 years. Along with it, they developed the first fish preference temperature chart that has now become an industry standard for over 40 years



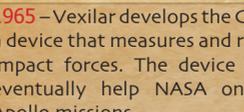
1965 - Vexilar develops the G-Mini, a device that measures and records impact forces. The device would eventually help NASA on their Apollo missions.



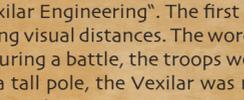
1969 - Vexilar introduces the first straight-line paper graph to the sport fishing industry. The model 155A changed the way fishermen expected to see the underwater world forever.



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LOOKING FOR A FLASHER?
The Vexilar FL-8 is the best choice for many anglers.

WEIGH-IN SCALE
100% Accurate Digital Scale

INDUCTED 2012 STEVE BAUMANN
While in college, Steve began working for a manufacturer that built electronic components for the medical industry. At that time, Vexilar was manufacturing high end charters sonar and low end consumer models. In 1976, Steve researched LCD display and realized this medium could be utilized for a sonar screen. Steve has been a pioneer in the sport fishing industry creating and marketing cutting-edge products that never existed on the marketplace until the vision made them a reality. Steve has always maintained the highest benchmark in customer service and quality for the Vexilar Company.

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