



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.



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.



1986 - Steve Baumann (left) and Skip Christman (right) pose with a parts supplier. The two decide to buy the struggling Vexilar with high hopes of bringing the company back to its prominence in the Sport Fishing Industry.



1980 - Vexilar falls victim to bankruptcy and is purchased by Dave Rush of ACR, that later became APTEK, of Hollywood FL



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



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.



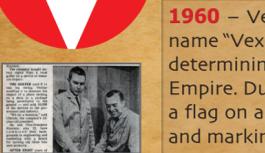
1970 Richard E. Christman "Skip" joins the company as a new electronic engineer. He later becomes President until his passing in 1995.



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.



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.

1970 - 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.

