

# 4front

Sonavision's Newsletter *leading the way*

## RoxAnn GD Special Edition

With development of RoxAnn GD complete, this Special Edition newsletter looks in depth at how RoxAnn has changed over the past 2 decades and what advantages it offers the commercial fishing industry .

**"The 21st century  
Seabed Classification System"**



## Story of RoxAnn - the market leader in Seabed Classification

Once upon a time in a kingdom far, far away there was a princess called RoxAnn ( oops - wrong story!). OK, here's the real legend!

A long time ago, actually back in the dim and distant 1980's, the technology that would eventually develop into RoxAnn as we know it today emerged.

Ever since the dawn of echosounders aboard fishing vessels, commercial fishermen watched the echo sounder screen to determine what kind of bottom they were over. The problem was there was no way of recording this information, except for writing it on the paper chart.

A bit time consuming during a fishing operation. So, as soon as the boat moved away from that area, the information was lost.

Then a bright spark realised there was a way to interpret and record this information and RoxAnn became the first system to automatically link the seabed type information from an echosounder with a vessel's position on a plotter.

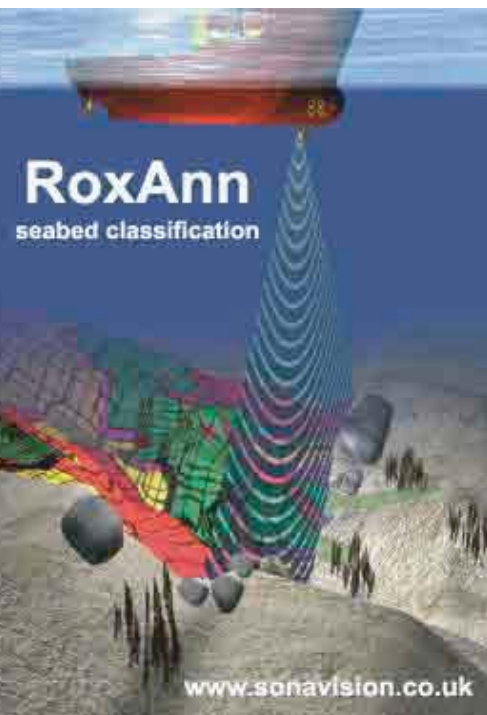
The simplest way of differentiating seabed types visually was by colour... the rest, as they say, is history!

Fisherman clearly saw the benefits of knowing what seabed type they were on, not only for finding their catch but also knowing what areas to avoid. Damage to gear on a rough, hard seabed can be very costly!

Over the years RoxAnn built up a strong following world-wide, not only in the commercial fishing industry but the information available is invaluable to a host of industries: dredging, scientific research, defence, oil & gas to name but a few.

With the advent of new miniature, digital technology, the perfect opportunity arose to take RoxAnn to the next level. The combination of this new technology with the tried and tested echo interpretation method led to RoxAnn GD, designed to give superior performance on the traditional RoxAnn system in every way.

RoxAnn GD leads the way for seabed classification in the 21st century!



## Distributing Success

The first of many RoxAnn GD distributor training courses for the commercial fishing industry was held recently in Aberdeen. Distributors from the UK, Germany, Denmark and Iceland spent 2 days familiarising themselves with the system.

They've realised that RoxAnn GD has huge potential based on its history, technical superiority to the competition and manufacturer support!

If you'd like to find out about joining them, please get in touch with Alasdair Murrie, International Distribution Manager at:

[alasdair@sonavision.co.uk](mailto:alasdair@sonavision.co.uk)

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# More...



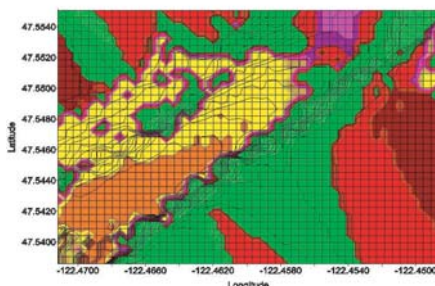
Photo Courtesy of David Linkie, Fishing News

## Dawn of a New Age

As well as skippers new to seabed classification systems, we're getting enquiries from existing RoxAnn users eager to upgrade to RoxAnn *GD*.

Skippers like David and Iain Morgan who recently upgraded to RoxAnn *GD* on their vessel, Morning Dawn (left). The brothers are seasoned users of the original RoxAnn/RoxMap system having had one onboard the last three Morning Dawn beam trawlers.

Installed by Woodsons Of Aberdeen Ltd, UK and distributor for the system, the change over from the old RoxAnn to the new RoxAnn *GD* was extremely easy and they are very pleased with the results.

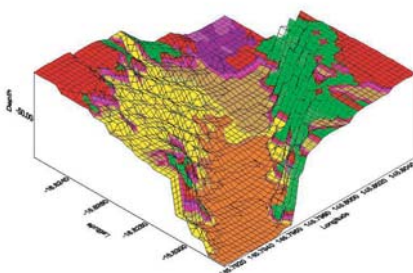


Iain commented, "I am delighted with the performance of the new RoxAnn *GD* system and the improvements which have been made to the RoxMap software including ease of set up of the grid colours, new easy to use menu at side of screen and having the depth readout continuously displayed.

The consistency of the data has also improved and I can see no change in discrimination on the RoxAnn *GD* when altering settings on the echosounders.

To date, I have used the system with great results to depths of 350m."

He added, "The RoxAnn *GD* system is a very important part of my catching and fishing potential... the change over from the old RoxAnn to the new RoxAnn *GD* has been an extremely easy one and I am delighted with the results."



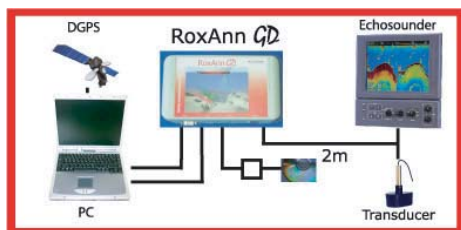
## How it Works!

Based on tried and tested seabed analysis techniques, RoxAnn *GD* interprets the first and second echo returns to the echosounder.

However, as a result of incorporating the latest advances in miniature digital technology, RoxAnn *GD* has several major advantages over its predecessor.

What are they? Well...

- ▶ It's a fraction of its original size - only 600g and measures only 200mm x 110mm x 60mm!
- ▶ Your RoxAnn *GD* unit can switch from one sounder to another.
- ▶ Change your sounder range - it won't affect RoxAnn data.
- ▶ Use it as a dedicated ground discrimination system (it's supplied with RoxMap software) or simply interface with your existing plotter.



RoxAnn *GD* still interfaces to any echosounder, from 24kHz to 210kHz and a wide range of plotting systems (MaxSea, Microplot, Trax, Sodena and Olex to name but a few) as well as our own RoxMap. And it will still operate down to depths of 2000m (providing your sounder will - of course!).

All in all, RoxAnn *GD* is just what the fishing industry has been waiting for!

## Now we have your attention!

Need more information? Detailed specifications, FAQ's and demo software can be found at:  
[www.sonavision.co.uk/roxann\\_gd/](http://www.sonavision.co.uk/roxann_gd/)

Ready to place your order? Contact us at: [info@sonavision.co.uk](mailto:info@sonavision.co.uk) or your nearest local distributor (see our list) to get a system onboard your boat!

## Worldwide Distributors

### UK

Woodsons of Aberdeen Ltd  
t: +44 (0)1224 722884  
e: [sales@woodsons.co.uk](mailto:sales@woodsons.co.uk)  
w: [www.woodsons.co.uk](http://www.woodsons.co.uk)

### Iceland

Fridrik A Jonsson EHF  
t: +354 552 21111  
e: [svavar@faj.is](mailto:svavar@faj.is)  
w: [www.faj.is](http://www.faj.is)

### Norway

Flatoy Electronics AS  
t: +47 5617 7404  
e: [henninfi@eunet.no](mailto:henninfi@eunet.no)

### Denmark

Sea Master Aps  
t: +45 7512 0444  
e: [sea@image.dk](mailto:sea@image.dk)  
w: [www.sea-master.dk](http://www.sea-master.dk)

### Germany

H E Eissing KG GmbH & Co.  
t: +49(0)40 237808-33  
e: [mt@eissing.com](mailto:mt@eissing.com)  
w: [www.eissing.com](http://www.eissing.com)

### Netherlands

Radio Holland Netherlands BV  
t: +31 (0)255 545 800  
e: [g.gebracht@radioholland.nl](mailto:g.gebracht@radioholland.nl)  
w: [www.radioholland.nl](http://www.radioholland.nl)

### Portugal

Radio Holland Portugal SA  
t: +351 21 397 6087  
e: [rhplis@radioholland.pt](mailto:rhplis@radioholland.pt)  
w: [www.rhmarine.nl](http://www.rhmarine.nl)

### Canada

Vision Marine  
t: +1 418 682 8818  
e: [davetech@vision-marine.qc.ca](mailto:davetech@vision-marine.qc.ca)

### USA

T & T Distributing Inc  
t: +1 206 819 3853  
e: [darren@lundemarine.net](mailto:darren@lundemarine.net)  
w: [www.lundemarine.com](http://www.lundemarine.com)

### New Zealand

Advance Trident Ltd  
t: +64 (0)9 845 5347  
e: [sales@advancetrident.com](mailto:sales@advancetrident.com)  
w: [www.advancetrident.com](http://www.advancetrident.com)

### Australia

Applied Satellite Technology  
t: +61 (0)8 9385 1771  
e: [henrik@asta.net.au](mailto:henrik@asta.net.au)  
w: [www.asta.net.au](http://www.asta.net.au)