

VEXILAR - 50 YEARS OF EXCELLENCE

First Annual St. Paul Ice Fishing Show



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 introduces their Limited Edition 50th Anniversary Ultra Pack with a FL-20. This was a limited edition offering of only 500 of the most advanced ice fishing systems ever created to Celebrate Vexilar's 50th Birthday!



2008 - Ice Fishing Today television show debuts with host Tom Zenanko, Vexilar Sales and Marketing Manager. The show offers a unique television concept, supported by the website icefishingtoday.com.



2004 Vexilar debuts the new AlumaDucer transducer system, 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.



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.



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.



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.



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.



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.



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.



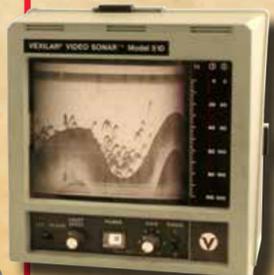
1975 - Vexilar introduces the model 660, the first CRT (Cathode Ray Tube) display sonar device to the sport fishing market. This model is well accepted and is followed by the 330 and 990.



1975 - Vexilar took an industry leading roll that lead 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 fisherman. Later this model is updated to the 555, which became the #1 selling paper graph of the day.



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.



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



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.



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



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



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.

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.



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