

1/3 OF EARTH IS LAND.

THE REST IS
YOURS.

MAP IT **TO WIN!**

JOIN THE *Insight Genesis* COLLEGE CUP.
IT'S FREE TO ENTER WITH MORE THAN
\$100,000 IN PRIZES.

 Find us on:
facebook.



**COLLEGE
CUP** 2014
Insight Genesis™



COLLEGE CUP 2014

Insight Genesis™



Matt Lee

College B.A.S.S. Champion 2012
FLW College National Championship Finalist 2012

MAP IT TO WIN!

www.collegecup.lowrance.com

LOWRANCE®



WIN a share of more than \$100,000 in Lowrance Product

Monthly Individual Awards
Annual Individual Awards
Monthly Team* Awards
Annual Team* Awards

Team awards in two divisions:

Large Team (Schools with more than 10 anglers registered with BASS)

Small Team (Schools with 4 to 10 anglers registered with BASS)

All College Anglers who register get a **Free Insight Genesis subscription** from sign-up until December 31, 2014.

*Teams must be registered with BASS.



Team Awards



Annual Awards

Prizes based on sonar logs uploaded to Insight Genesis by team anglers and their fans during a calendar year.

Large Team Winner

\$16,000 of Lowrance Product

Small Team Winner

\$9,000 of Lowrance Product

Monthly Awards

Prizes based on sonar logs uploaded to Insight Genesis by team anglers and their fans during a calendar month.

Large Team Winners

\$1,000 of Lowrance Product

Small Team Winners

\$1,000 of Lowrance Product

Prizes awarded for every calendar month (12) in 2014.

Prizes awarded each month from January 1 through December 31, 2014.

(Early bird uploads prior to January 1, 2014 count towards January monthly awards and annual award)

Only sonar logs that are not marked "Private" contribute to totals.

Fans can contribute uploads to team totals!



Individual Awards



Annual Award

Top Individual Angler to Upload Logs will be appointed:

Lowrance Pro-Staff at
2015 Bassmaster Classic or FLW Cup
(Travel and Expenses are Included)



Monthly Awards



1st Place
12" HDS-12 Gen2 Touch

2nd Place
9" HDS-9 Gen2 Touch

3rd Place
7" HDS-7 Gen2 Touch



Awards for the registered College Angler with the most acres uploaded.



Why Insight Genesis?



Shaw Grigsby:

"Insight Genesis gives you the most detailed mapping available anywhere. If you want to find structure, Insight Genesis is the best way. No other mapping gives the detail, the bottom hardness and vegetation to make you a more successful fisherman".



Scott Merwin:

"Thanks to Insight Genesis, I found a small point on the end of the lake that I would have never looked at before with a nice fast drop off with gravel on top changing to a softer bottom. Insight Genesis will double my fishing spots. Cant wait until I finish scanning the rest of the lake".

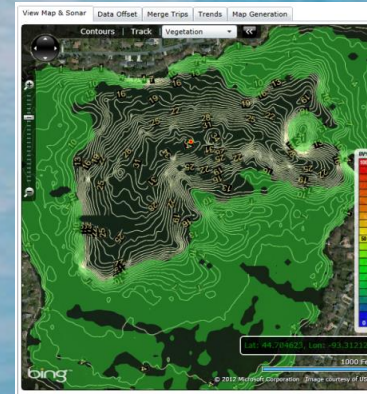


Why Insight Genesis?



More Tools for More Success

1. High-Definition, Adjustable Depth Contours
2. Vegetation – Bottom Hardness Maps
3. Merge Multiple Trips
4. Sonar Log Replays
5. Data Analysis Tools
6. Trip Organization and Search
7. Privacy Option and Sharing Options



Vegetation



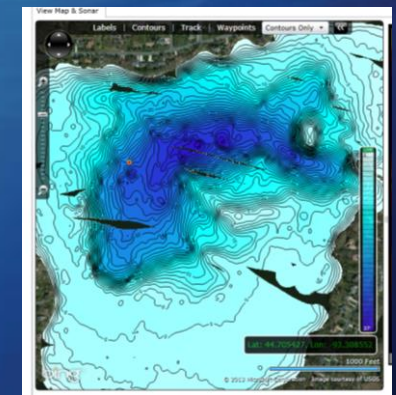
Bottom Composition

Real Detail for a Real Edge

Traditional mapping often estimates data/ inserting data between known data points. Insight Genesis takes only real data points from every trip and merges them to provide a map rich with detail that shows the crucial holes and structure that gives you an edge.

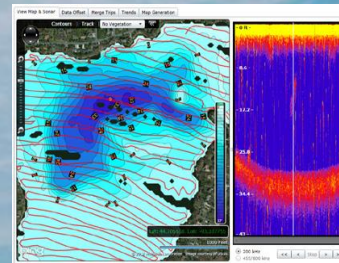


Traditional Map



Insight Genesis
High Definition Map

How to Use Insight Genesis?



1. RECORD

Record a sonar log to any standard SD or microSD card on your chartplotter.

2. UPLOAD

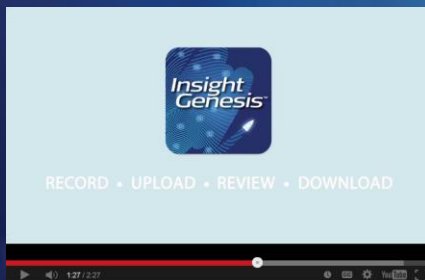
Upload your sonar log from a PC to the Insight Genesis web service using the simple Insight Genesis desktop tool.

3. REVIEW

In minutes you will receive an email containing a link where you can view your FREE map featuring high-resolution contour lines.

4. DOWNLOAD

Your subscription allows unlimited downloads of maps to use on your Insight Genesis compatible chartplotter.



Watch the Insight Genesis Video!

About Insight Genesis



Explains how a customized Insight Genesis contour map provides many unique advantages, not available with off-the-shelf, marine-mapping products



Explains how to adjust the sonar settings on Lowrance fishfinders to ensure you get the maximum detail for your Insight Genesis contour map.



Explains how to properly survey a body of water when creating a customized Insight Genesis contour map.



Explains how fishermen use Insight Genesis to convert personal sonar recordings into customized high-resolution contour maps.



Sign-Up Now!



- FREE 1-year subscription to Insight Genesis (\$99 retail value) for all college anglers registered with BASS.
- Anglers should register with the name, e-mail address and school name on file with BASS at www.collegecup.lowrance.com
- Receive unlimited use of Insight Genesis until December 31, 2014.
- For questions, go to the FAQ on www.collegecup.lowrance.com/FAQ or send an email to: collegecup@navico.com
- Sign-ups begin December 9, 2013 and end December 31, 2014.
- Take the lead, get started now for an early advantage.
 - Use Insight Genesis for over a year.
 - Early Bird Uploads before the competition starts January 1.

www.collegecup.lowrance.com



COLLEGE CUP 2014

Insight Genesis™

More Details



More Details



College Cup Competition Dates

- Contest runs January 1 thru December 31, 2014.

How to Register

- Sign up with your name, e-mail address and school name at: www.collegecup.lowrance.com
- Use the same name and e-mail address on file with BASS .

Eligibility to Win

- College anglers registered with Bassmaster Collegiate Series qualify for participation in the Insight Genesis College Cup.
- All winners of the Insight Genesis College Cup will be asked to submit a story or a video explaining how Insight Genesis has helped them.

Contest

- The contest is based on the acreage that participants upload to the service. No duplicate or private logs are acceptable.



More Details



Fan Uploads

- Fans can create a free Insight Store account to upload sonar logs that support annual and monthly team totals.
- Fans will need to pay the annual subscription in order to access additional features such as vegetation overlay, bottom composition and use of the map on a Lowrance product.

Sonar Log Qualifications

- Sonar logs must be recorded in (.slg or sl2) format for submission, which is the standard format for most Lowrance fishfinder/chartplotters. Also, recordings must be made with the 200 kHz frequency.

Private vs. Public Data

- Only data not marked as “Private” qualifies toward totals.
- More public maps will benefit all anglers, with the exclusive Community Sharing feature of Insight Genesis.





More Details



Results

- Results will be posted on www.collegecup.lowrance.com
- Results will be unofficial until a winner is announced in the week following the end of the monthly or annual contest period.

Prize limitations

- Teams can win a maximum of one monthly award annually.
- Individuals can win a maximum of one monthly award annually.
- All winners of the Insight Genesis College Cup are asked to submit a story or a video explaining their experiences with Insight Genesis

How to collect your prizes

- Prizes will be given as a credit on <http://store.navico.com/Lowrance>
- Winner notifications will be sent by email

Contact

- For questions or support please e-mail: collegecup@navico.com





Loaner/Discount Program



Borrow one of ours

Maximum 2 Loaner Units - Small Team

Maximum 3 Loaner Units - Large Team

Minimum number of acres required.

Available Models: Elite-7 HDI 83/200 kHz Transducer.

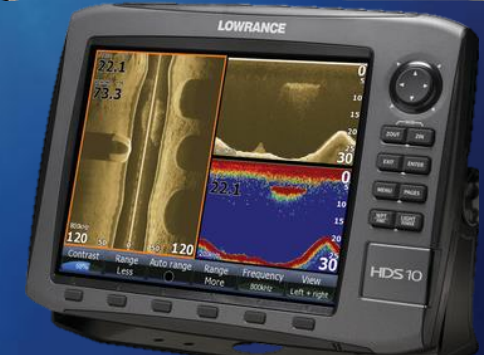
At the end of the year you will need to return it or buy it at a discount price.

Buy one and get a rebate

One rebate per BASS/FLW registered angler

HDS Gen 2 Touch 9" or 12" or HDS Gen2 8" or 10" Models

* This promotion cannot be combined with any other rebate



Forms available on the website www.collegecup.lowrance.com



Discount Program



Unit	Part Number	Rebate
HDS 12 GEN2 TOUCH Insight USA + 83/200 kHz transducer	000-10776-001	\$1,000
HDS 12 GEN2 TOUCH Insight USA (transducer sold separately)	000-10775-001	\$1,000
HDS 9 GEN2 TOUCH Insight USA + 83/200 kHz transducer	000-10771-001	\$750
HDS 9 GEN2 TOUCH Insight USA (transducer sold separately)	000-10770-001	\$750
HDS 10 GEN2 Insight USA + 83/200 kHz transducer	000-10542-001	\$725
HDS 10 GEN2 Insight USA (transducer sold separately)	000-10543-001	\$725
HDS 8 GEN2 Insight USA + 83/200 kHz transducer	000-10537-001	\$550
HDS 8 GEN2 Insight USA (transducer sold separately)	000-10538-001	\$550



Forms available on the website www.collegecup.lowrance.com



Insight Genesis Training



- **Live Webinars**

- Tuesday, December 10 3:00pm Central
- Wednesday, December 11 8:00pm Central
- Friday, December 13 2:00pm Central
- Saturday, December 14 1:00pm Central
- Click on the links above to sign in to the training webinar.

- **Fishing Team School Visits**

- To request a campus visit please contact us at: collegecup@navico.com

- **BASS/FLW Regional College Tournaments**

- Southern BASS Conference Regional – Lake Okeechobee, FL (1/3/14)
- Others TBD

Look for updates on www.collegecup.lowrance.com





Is the sonar log data kept private?

During the upload process, an Insight Genesis user has the option to share their sonar logs for the benefit of the Insight Genesis community or to keep them private. To qualify for the Insight Genesis College Cup you should keep your logs public.

- If the Privacy option is chosen:
 - The data, including contours, depths, waypoints, routes or tracks will never be used by anyone, including Navico or other subscribers.
- If Privacy is *not* chosen:
 - Only Contour data may be used by Navico to improve current products and/or integrated into an Insight Genesis social mapping layer.

NOTE

- No waypoint, note, route or trail data will be used by Navico or any other user. (even with sharing option selected)
- No contour data will be used unless there are multiple, usable contributions in the same area of a body of water.



FAQ



Will Insight Genesis work on my MacBook or iPad?

Mac and Tablet compatible is coming in 2014.

How are maps merged?

For those with an Insight Genesis subscription, several individual maps can easily be merged by clicking on the "Merge" tab in your interactive map viewer. You will see a list of your trips, organized by date, from the same water body. You can select the trips you wish to merge to create a map with data collected from these trips on the same map.



How are different water levels accounted for when maps are merged?

When merging maps, Insight Genesis automatically provides a normalized water level, even when the water levels of the individual trips were varied. In tidal areas, the adjustment is done automatically, since the service is aware of the time and location of the trip. For inland areas, the user has the ability to enter an Offset (in feet) adjustment in the Data Offset tab, to account for low/high water levels or adjust for transducer placement.

Which Lowrance products are compatible with Insight Genesis?

Any Lowrance fishfinder/chartplotter that transmits a 200 kHz sonar signal and features mapcard slot can be used to record and upload sonar logs to Insight Genesis for free online viewing. For the most current list of devices that can be used to display an Insight Genesis map on the water, please visit: <https://insightstore.navico.com/supported-products>



Terms & Conditions



- Employees, of Navico, Inc., Adventure Advertising, Nansen, Contour Innovations and Northport Systems and their immediate families are not eligible. Navico reserves the right to deny or reject entries for any reason.
- Anglers and other participants must register for an Insight Genesis account either via the Insight Genesis College Cup website.
- Taxes are the responsibility of the winners.
- Sonar logs cannot be submitted twice. Multiple, duplicate entries can be grounds for dismissal from the Insight Genesis College Cup.
- Entrant's participation in the Insight Genesis College Cup and acceptance of any prize offered shall constitute the granting of license to Navico and its partners to interview and photo rights surrounding the participants mapping and sonar logs. All entries and photographs become the property of the Navico with full publication rights. No entries or photographs will be returned. Note: Sonar log entries marked "private" are not eligible for the contest.
- In case of a tie, the tie will be broken based upon the best coverage in the determination of the judges.
- In the event a prize is discontinued or unavailable, Navico reserves the right to substitute a prize with another of equal value. All prizes subject to sponsor participation.
- The Insight Genesis College Cup is subject to all applicable state and local laws and regulations and is void wherever prohibited by law.



Terms & Conditions



Indemnification, Release and Assumption of Risk

Each person who participates or engages in the Insight Genesis College Cup and related activities (“Contest”), regardless of whether the person participates individually or as part of a team (“Participant”), agrees and acknowledges that neither Navico, Inc. (“Navico”) nor any of its affiliates shall have any obligation or liability to any Participant in connection with, or related to, the Participant’s participation in the Contest or the Participant’s use or the performance of any equipment provided by Navico in connection with, or as part of the Contest.

Each Participant agrees to indemnify and hold it harmless Navico from and against any claim, demand, damage, loss, cost (including reasonable attorney’s fees), expense or liability arising from or incurred by, a Participant in connection with its participation in the Contest or Participant’s use, or the performance of, any of the equipment provided by Navico in connection with, or as part of, the Contest or any claim, demand, damage, loss, cost (including reasonable attorney’s fees), expense or liability arising from or incurred by, any other person as a result of, or arising in connection with, Participant’s participation in the Contest or Participant’s use, or the performance of, any of the equipment provided by Navico in connection with, or as part of the Contest.

Each Participant agrees to assume any and all risk of damage, injury or death which might be associated with, or results from, its participation in the Contest or Participant’s use, or the performance of, any of the equipment provided by Navico in connection with, or as part of the Contest; each Participant hereby agrees to accept all responsibility for such risks, conditions and hazards which may occur whether now known or unknown.

Each Participant hereby releases, waives and discharges Navico and its affiliates from, and covenants not to sue any of them for, any and all liability, loss or damage, and any claims, loss, damage or liabilities, now existing or hereafter arising, and caused by Navico or one or more of its affiliates or otherwise, which may result from, during or in connection with, Participant’s participation in the Contest or Participant’s use, or the performance of, any of the equipment provided by Navico in connection with, or as part of, the Contest.



MAP IT TO WIN!

www.collegecup.lowrance.com
www.facebook.com/insightgenesis



LOWRANCE®

The logo for the College Cup 2014 is centered on the page. It features the words "COLLEGE" and "CUP" in a large, bold, white font with a thick blue outline. The letters are slightly shadowed to give a 3D effect. To the right of the word "CUP", the year "2014" is written in a smaller, yellow, sans-serif font, also with a blue outline. The entire logo is set against a background of blue water with a person in a boat visible in the upper right corner.

COLLEGE CUP 2014

Insight Genesis™