

1/3 OF EARTH IS LAND.

THE REST IS  
**YOURS.**

MAP IT **TO WIN!**

JOIN THE Insight Genesis B.A.S.S. NATION Challenge  
IT'S FREE TO ENTER WITH MORE THAN  
**\$150,000 IN PRIZES.**

Find us on:  
**facebook.**







# WIN a share of more than \$150,000 in Lowrance Product

Monthly and Annual Individual Awards  
Monthly and Annual Club Awards  
Annual B.A.S.S. Nation Awards

State Association awards in two divisions:

**Large B.A.S.S. State Association** (Associations with more than 250 members)

**Small B.A.S.S. State Association** (Associations with fewer than 250 members)





# Individual Awards

## Annual Award

Top Individual Angler to Upload Logs Will Win:  
FREE weekend fishing trip with Lowrance Pro Team/B.A.S.S. Tour Angler  
(travel and expenses included)

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## 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 B.A.S.S. Nation angler with the most acres uploaded.**  
Only sonar logs that are not marked as "Private" contribute to totals.





# Club Awards

## Annual Award

Prize based on sonar logs uploaded to Insight Genesis by a B.A.S.S. club and their fans from April 1 through December 31, 2014

**\$10,000** of Lowrance Product

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## Monthly Awards

Prizes based on sonar logs uploaded to Insight Genesis by a B.A.S.S. club and their fans from April 1 through December 31, 2014

**\$3,000** of Lowrance Product

**\*\*Take the Lead and Get Started Now for an Early Advantage\*\***  
**Early Bird Uploads Before the Competition Starts April 1.**





# State Awards

## Annual Awards

Prizes based on sonar logs uploaded to Insight Genesis by state B.A.S.S. Nation anglers and their fans from April 1 through December 31, 2014.



**\$20,000** of Lowrance Product  
Large State Federation Winner



**\$12,000** of Lowrance Product  
Small State Federation Winner





# How to use Insight Genesis



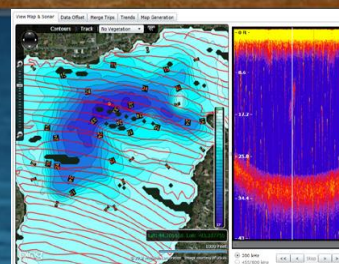
## 1. RECORD

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

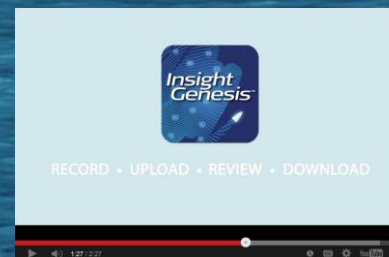
Your data is processed automatically by powerful servers and in minutes you'll receive an email that your map is ready for review



## 4. DOWNLOAD

An annual \$99 Insight Genesis subscription allows unlimited downloads of maps to use on your Insight Genesis compatible chartplotter.

Watch Insight Genesis Video:



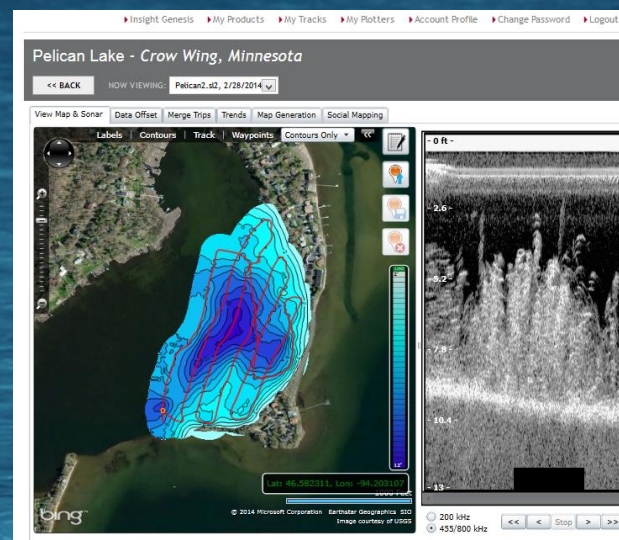




# Why Insight Genesis

## More Tools for More Success

1. High-Definition, 1-foot Depth Contours
2. Vegetation & Bottom Hardness Overlays
3. Merge Multiple Trips Into One Map
4. Replay Sonar Logs To Analyze Key Areas
5. Data-Analysis Tools
6. Trip Organization and Search
7. Privacy and Sharing Options







# Multi Layer Mapping

## Simple Automated Mapping

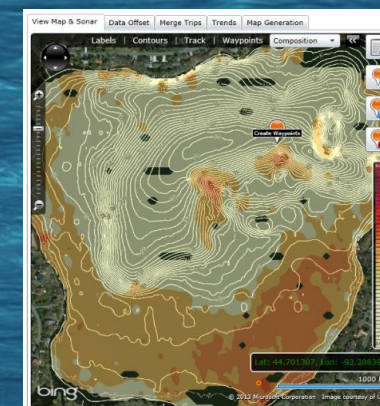
- Create a trip log and map from your days on the water
- Merge multiple sonar logs collected over time into a single map.
- You control the level of details with trail spacing.
- Find structures and key bottom characteristics that compliment your waypoints!

## Real Detail for a Real Edge

- Learn what structures have made you successful in the past then replicate these successes in other areas of the lake
- Identify why a particular bait or presentation is working
- Identify changes in key weed lines and composition transition lines that correlate with fish behavior
- Even if you've been fishing the same lake for a lifetime, you'll be surprised at how it really looks below the surface when your log data is turned into a real map!



Vegetation



Bottom Composition





# Why Insight Genesis is Different?

## Quick and Easy Personalized Maps

- Maps are created automatically. After data is collected and uploaded, the Genesis software does all the work to quickly create a map for you.

## Power of the Web

- Genesis is hosted online which allows you to access data from anywhere with an Internet connection.
- Keep data private or make it public to support a community of aggregated data. The best of both worlds!





# Why Insight Genesis?

## Insight Genesis User:

*"The detail is incredible, and it has changed the way I fish this spot. Here's a map I created with Insight Genesis of a point with an offshore rock pile that I didn't even know was there until I created this map."*

## 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. Can't wait until I finish scanning the rest of the lake."*



## 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."*







# 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!

- Sign-up for FREE by creating your Insight Genesis account and registering your participation in the 2014 Insight Genesis B.A.S.S. Nation Challenge at <https://bassnationchallenge.lowrance.com/>
- For questions please go to the FAQ on <https://bassnationchallenge.lowrance.com/> or send an email to: [BASSnationchallenge@navico.com](mailto:BASSnationchallenge@navico.com)
- Sign-ups begin April 1, 2014 and end December 31, 2014.
- Take the lead and Get Started Now for an Early Advantage. **Early bird uploads before the competition starts April 1**

<https://bassnationchallenge.lowrance.com/>





[More Details](#)





# More Details

## B.A.S.S. Nation Challenge Timeframe

- Contest runs April 1 to December 31, 2014.

## How to Register

- Submit your name, e-mail address and state affiliation to:  
<https://bassnationchallenge.lowrance.com/>
- Anglers should use name and e-mail address on file with B.A.S.S. Nation.

## Take the lead and get started Now for an early advantage.

- Early bird uploads before the competition starts April 1.

## Eligibility to Win

- B.A.S.S. Nation anglers qualify for participation in the Insight Genesis B.A.S.S. Nation Challenge.
- All winners in the Insight Genesis B.A.S.S. Nation Challenge must submit a story or a video explaining their experience with Insight Genesis.

## Sonar Log Qualifications

- Sonar Logs have to be in Lowrance (.slg or sl2) format for submission.





# More Details

## Contest Summary

- Insight Genesis creates highly detailed fishing maps with sonar logs created on a Lowrance fishfinder (requires 200 kHz sonar and an SD card reader). The contest is based on the acreage that participants upload to the service. No duplicate or private logs are acceptable.

## Fan Uploads

- B.A.S.S. Nation "Fans" can create a free Insight Store account to upload sonar logs that count toward annual and monthly team totals.
- Optional subscription is available to access additional features such as vegetation overlay, bottom composition and use of map on a Lowrance chartplotter.

## Private vs. Public Data

- Only data not marked as "Private" qualifies toward totals.
- Be part of a growing Insight Genesis community that is building the best mapping detail available, ensuring greater success and safety on the water and protecting the future of fishing as America's favorite outdoor recreational sport.





# More Details

## Results

- Results will be posted on <https://bassnationchallenge.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

- B.A.S.S. Nation clubs can win a maximum of one team monthly award annually.
- Individuals can win a maximum of one monthly individual award annually.
- All winners of the Insight Genesis B.A.S.S. Nation Challenge will be asked to submit a story or a video explaining their Insight Genesis experience.

## How To Collect Prizes

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





# Insight Genesis Training

- **Live Webinars**
  - TBA
  - TBA
  - TBA

Look for updates on <https://bassnationchallenge.lowrance.com/>





# FAQ

## Is the sonar log data kept private?

During the upload process, an Insight Genesis user has the option to share sonar logs for the benefit of the Insight Genesis community or to keep them private. To qualify for the Insight Genesis B.A.S.S. Nation Challenge, 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 that would benefit all Insight Genesis subscribers.

### NOTE

- No waypoint, note, route or trail data will ever be used by Navico or any other user (even on sharing option).
- 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 replace my current Insight, C-MAP or Navionics charts?**

No. Mapping products such as Lake Insight, Navionics Platinum and C-MAP MAX-N offer other information such as navigational aids, points of interest (POIs) and information on bodies of water that are not visible in an Insight Genesis map.

## **Will Insight Genesis work on my MacBook or iPad?**

Mac and Tablet compatibility will be announced 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.





# FAQ

## 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 have 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 Adjustment (in 1-foot increments) in the Data Offset tab, to account for low/high water levels, or adjust for transducer placement.

### Example 1

For a transducer placement of 8" below the water line enter 0.667 feet.

### Example 2

On Trip 1 on an inland lake, the water level is 4 feet below normal pool (enter 4). On Trip 2 on the same inland lake, the water is up 2 feet above normal pool (enter -2). When the merge is complete, Insight Genesis will add 4 feet to each reading on the first trip and subtract 2 feet from the second trip, so there is a consistent water level.





# FAQ

## Which Chartplotters Are Compatible with Insight Genesis?

Any Lowrance chartplotter or multifunction display that uses Broadband Sounder technology 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 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 via the Insight Genesis B.A.S.S. Nation Challenge 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 B.A.S.S. Nation Challenge.
- Entrant's participation in the Insight Genesis BASS Nation Challenge 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 B.A.S.S. Nation Challenge 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 B.A.S.S. Nation Challenge 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!**

<https://bassnationchallenge.lowrance.com/>  
[www.facebook.com/insightgenesis](http://www.facebook.com/insightgenesis)



**LOWRANCE®**