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Raymarine: FLIR Unveils New Raymarine Brand Identity

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WILSONVILLE, OR – February 13, 2017 – Today FLIR unveiled a redesign of the Raymarine brand, including a new logo, icon and tagline to be used in all marketing activities and throughout its products lines. Both the new brand design and tagline, 'Simply Superior,' signify FLIR's commitment to delivering

world-class marine electronics through its Raymarine brand.

Retaining distinct and recognizable visual characteristics of the iconic Raymarine logo, the new Raymarine identity takes a modernized design that evokes energy and momentum, both attributes for a brand dedicated to making innovative products that help boaters enjoy their time on the water. The refined aesthetics of the new logo and brand language speak to the company's commitment to performance, precision, reliability, and innovation.

Along with the new look, Raymarine has also adopted a new signature tagline, "Simply Superior." This bold statement reflects FLIR's mission to deliver superior-performing products and powerful, intuitive user experience under the Raymarine brand – from the company's award-winning radar, autopilot, thermal, and sonar product lines to leading-edge Multi-Function Display platforms powered by its breakthrough LightHouse operating system.

"The new Raymarine logo, design language, and tagline embody our commitment to innovate and create world-leading marine electronics," said Travis Merrill, FLIR Senior Vice President, Chief Marketing Officer. "We're excited to begin introducing customers to a new era for Raymarine as we prepare host partners and customers at next week's Miami International Boat Show."

FLIR will showcase the new Raymarine visual identity this week at the Miami International Boat Show in Miami, Florida, February 16-20 at Booth C362 – C Tent; and in-water slips 875 and 877. Raymarine will begin integrating its new branding in products shipping in 2017.

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About FLIR Systems

FLIR Systems, Inc. is a world leader in the design, manufacture, and marketing of sensor systems that enhance perception and awareness. FLIR's advanced systems and components are used for a wide variety of thermal imaging, situational awareness, and security applications, including airborne and ground-based surveillance, condition monitoring, navigation, recreation, research and development, manufacturing process control, search and rescue, drug interdiction,

transportation safety, border and maritime patrol, environmental monitoring, and chemical, biological, radiological, nuclear, and explosives (CBRNE) threat detection. For more information, visit FLIR's web site at www.FLIR.com.

About Raymarine:

Raymarine, a world leader in marine electronics, develops and manufactures the most comprehensive range of electronic equipment for the recreational boating and light commercial marine markets. Designed for high performance and ease of use, the award-winning products are available through a global network of dealers and distributors.

The Raymarine product lines include radar, autopilots, GPS, instruments, fishfinders, communications, and integrated systems. Raymarine is a division of FLIR Systems, a world leader in thermal imaging. For more information about Raymarine please go to www.raymarine.com.