

Aqua-Vu®

2014-15

UNDERWATER SECRETS

- >**VIEW & CAST**
with NEW Trolling Motor Cam!
- >**The “Up-Viewing” Revolution**
- >**Spend LESS, Find BIG Fish**



NEW Micro 5C Underwater Camera

PLUS—Interactive Pro Tips!

BENEATH THE SURFACE LIES A TREASURE CHEST OF FISHING SECRETS

FOR NEARLY TWENTY YEARS, AQUA-VU® HAS HELPED ANGLERS UNLOCK THESE MYSTERIES. In an era when only scuba divers truly understood the domain of fish, Aqua-Vu invented the Underwater Viewing System™, and everything changed. Minds opened. Big fish were found in new and surprising locations. This first-ever fishing camera immersed anglers in the real world of big bass, crappies and dozens of other aquatic creatures. Discoveries were immediate, remarkable and profoundly impactful on fishing success. Today, exploration with an Aqua-Vu is more convenient, affordable and advantageous than ever.

As advancing technology in other categories has produced compact, increasingly vivid LCD displays with numerous useful apps, Aqua-Vu has traversed a parallel path. Recent introduction of the MICRO Series has gifted anglers with a powerful new generation of handheld viewing systems, with bonuses like DVRs with full file interactivity, underwater lights, digital zoom and video enhancement technology.

For 2014-15 Aqua-Vu unveils more leading edge technologies and innovative viewing tools, such as the affordable MICRO AV5c, Trolling Motor Cam, WiFi System, plus the Multi-Vu TV and sonar adaptor system. For power-searching on ice or open water, the Pro Series Viewing Bag provides the stealthiest, most portable viewing solution ever devised.

As you browse your copy of UNDERWATER SECRETS, take note of the intriguing Underwater Insights, pro viewing tips and interactive SCAN & Vu icons. Simply scan the active QR codes with your smart phone or tablet to access entertaining and instructional videos, including authentic Aqua-Vu underwater footage.

Summer and winter, no other fishing tool unlocks underwater secrets like an Aqua-Vu. The more you know about fish and their world, the more fun and success you'll have on the water. Happy "viewing" to you!

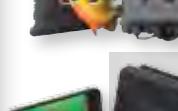
PRO-FILES

BRIAN "BRO" BROSDAHL *Legendary Ice Angler & Guide*



"Whether I'm down-viewing and sight fishing big bluegills or searching for crappies in vegetation, Aqua-Vu is a powerful tool that has helped me find, identify and catch thousands of fish."

Aqua-Vu® UNDERWATER VIEWING SYSTEMS 2014-15

MODEL	MONITOR SIZE	MONITOR TYPE	CAMERA TYPE	CAMERA LIGHTS	CABLE LENGTH	BATTERY	CASE	BONUS FEATURES	MSRP
 Micro AV5 page 3	5"	Waterproof Color LCD	1-MP MICRO Cam	On/Off IR	100'	Li-Ion w/ Charger	Screen Protector	USB Port/Video out 3X Digital Zoom Built-In DVR (8 GB)	\$599.99
 Micro AV5c page 3	5"	Color LCD	MICRO Cam	Auto IR	50'	Li-Ion w/ Charger			\$399.99
 Micro II page 4	3.5"	Color LCD	MICRO Cam	Auto IR	50'	Li-Ion w/ Charger			\$249.99
 Micro AV DVR page 4	3.5"	Waterproof Color LCD	1-MP MICRO Cam	On/Off IR	50'	Li-Ion w/ Charger	Screen Protector	USB Port/Video out 3X Digital Zoom Built-In DVR (8 GB)	\$499.99
 Micro AV Plus page 4	3.5"	Waterproof Color LCD	MICRO Cam	On/Off IR	50'	Li-Ion w/ Charger	Screen Protector	USB Port/Video out 3X Digital Zoom	\$399.99
 760cz page 5	7"	Waterproof Color LCD	Sony 1/3" CCD Fish Cam	Adjustable LED	100'	12v 9a w/ Charger	Soft Case	Video-Out, 3X Digital Zoom On-Screen Depth, Water Temp Camera Direction	\$599.99
 760c page 5	7"	Waterproof Color LCD	Sony 1/3" CCD Fish Cam	Adjustable LED	100'	12v 9a w/ Charger	Soft Case	Video-Out	\$499.99
 715c page 6	7"	Waterproof Color LCD	Color CMOS Fish Cam	Adjustable LED	50'	12v 7a w/ Charger	Soft Case	Video-Out	\$299.99
 360 LCD page 6	7"	Waterproof B&W LCD	4-Way Quad Cam	Adjustable LED	60'	12v 9a w/ Charger	Soft Case	Video-Out 4-Way Switchable Screen	\$599.99
 Trolling Motor Cam page 7	N/A		1-MP MICRO Cam	On/Off IR	15'	N/A		(with camera) \$149.99 (Mount only) \$99.99	
 Multi-Vu page 8	NA		Sony 1/3" CCD Fish Cam	Adjustable LED	100'	N/A		Video-Out Camera Control Box (Adaptor only) \$99.99	\$299.99
 WiFi page 9	N/A		1-MP MICRO Cam	On/Off IR	100'	Li-Ion w/ Charger		USB Port, Video Out (Transmitter only) \$299.99	\$349.99
Accessories page 10									

MACRO FISH-MICRO CAMS!

MICRO AV5 with DVR

Aqua-Vu's elite mini Underwater Viewing System contains an all new intelligence. Beyond the system's enhanced 1-megapixel optics and new brighter high res LCD, this tablet sized fish cam also sports an internal DVR, 3X Digital Zoom and a motion-sensing trigger function. Think of it as an underwater trail camera. Or simply the "smartest" handheld fish finder ever engineered. Either way, you win.

B.A.S.S. Elite Series Angler
Ott DeFoe uses a Micro during
tournament prefishing.



SCAN & VU



THE MICRO FINDS BIG BEDDING LARGEMOUTHS

MICRO AV5 WITH DVR HIGHLIGHTS

- Waterproof 5-inch LCD with Protective Cover/Sunshield
- Vivid 1-MP MICRO Cam
- 100-feet Camera Cable
- Built-in DVR / 8-GB Hard-Drive
- 3X Digital Zoom
- USB Port/Video Out
- Li-Ion Battery / Charger
- IR lighting

MICRO AV5c

There are two key concepts the optical engineers at Aqua-Vu understand and administer to perfection: Performance and Affordability. One, every underwater viewing system should do one thing flawlessly—find fish and display their world in dazzling real time color and clarity. Two, because anglers also need money for other essentials such as bait, boat fuel and beverages, Aqua-Vu has designed the amazingly functional and surprisingly affordable Micro AV5c. Same vivid 5-inch LCD. Same stealthy fish cam. Yet sized and priced small enough to fit into your pocket, right next to your fat wallet.

UNDERWATER INSIGHT

Among the nation's top B.A.S.S. and FLW tournament anglers, an Aqua-Vu Micro camera is a closely guarded secret for finding big bass during prefishing. The Micro allows these anglers to spy on bass schools without putting hooks into them before the tournament. And the cam's stealthy design lets them deploy it covertly, without showing fellow competitors what they're up to.



MICRO AV5c HIGHLIGHTS

- 5-inch LCD
- Color MICRO Cam
- 50-feet Camera Cable
- Li-Ion Battery / Charger
- IR lighting

SCAN & VU



WATCH BRIAN "BRO" BROSDAHL
DEMO HIS AQUA-VU MICRO

PRO-FILES

ERIC HAATAJA

Legendary Fishing Guide

"In the clear waters I fish, an Aqua-Vu Camera is invaluable. It shows me everything I need to know in real-life detail—structure, cover and the species, size and activity level of gamefish."



A HANDFUL OF HOT SPOTS

MICRO AVII

Weighing in at just 9-ounces, the MICRO AVII puts the entire underwater world in the palm of your hand. Store it in your pocket. Stash it in your tackle box. Deploy it quickly and conveniently. Take a real life look at the unexplained signals shown on your sonar. This sweet little fish cam is always within reach and ready to reveal hidden hot spots. And at an all-time low price, picking one up has never been more fun.



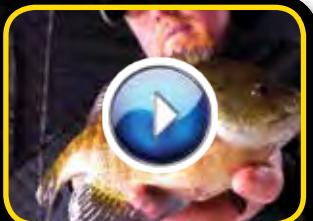
National ice fishing champs call Aqua-Vu the ultimate fish-finder.



MICRO AVII HIGHLIGHTS

- 3.5-inch LCD
- Color MICRO Cam with IR Lighting
- 50-feet Camera Cable
- Li-Ion Battery / Charger

SCAN & VU



BRO'S WORLD OF BIG BLUEGILLS



MICRO AV PLUS DVR HIGHLIGHTS

- Waterproof 3.5-inch LCD with Screen Protector/Sunshield
- Vivid 1-MP MICRO Cam with IR Lighting
- 50-feet Camera Cable
- Built-in DVR/8-GB Hard-Drive
- 3X Digital Zoom
- USB Port/Video Out
- Li-Ion Battery / Charger

PRO-FILES



OTT DEFOE

B.A.S.S. Elite Series Angler

"An Aqua-Vu Micro shows me bass in their real natural environment, and helps me understand all the things I need to know to make them bite during the tournament."

MICRO AV PLUS HIGHLIGHTS

- Waterproof 3.5-inch LCD with Screen Protector/Sunshield
- Color MICRO Cam with IR Lighting
- 50-feet Camera Cable
- 3X Digital Zoom
- USB Port/Video Out
- Li-Ion Battery / Charger

UNDERWATER INSIGHT

On the North American Ice Fishing Circuit (NAIFC), repeating Team of the Year winners Brandon Newby and Ryan Wilson credited Aqua-Vu MICRO cams for much of their success at finding untouched schools of giant panfish. Less known, however, is a new fish-finding method called "up-viewing," which was recently developed by tournament anglers searching for sunfish and crappies buried in vegetation. The opposite of "down-viewing," up-viewing helps silhouette hidden fish against the light underside of the ice. It's an incredible method for uncovering big panfish locations.

"ZOOM IN" ON UNDERWATER SECRETS

760cz

The only underwater camera with 3X Digital Zoom, the powerful Aqua-Vu 760cz reveals sweet fishing spots, but it also allows you to magnify cover, structure and fish. You'll see all those underwater details, such as exactly what they're feeding on and where they're hiding—including big fish buried in heavy cover. The 760cz also features digital on-screen displays of water temperature, depth and camera direction. This is the ultimate tool for quickly discovering the hottest fishing patterns happening.



760cz HIGHLIGHTS

- 7-inch High Resolution LCD with Screen Protector
- Sony CCD HD Fish Cam with LED Light System
- 100-feet Camera Cable
- 3X Digital Zoom
- On-Screen Displays: Water Temp, Depth & Camera Direction
- 12v 9ah Battery/Charger



SCAN & VU



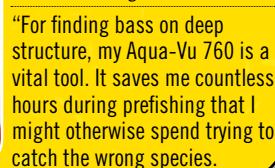
CAMERA COMMENTARY FROM HALL OF FAME ANGLERS

PRO-FILES

JOE BALOG

Professional Angler

"For finding bass on deep structure, my Aqua-Vu 760 is a vital tool. It saves me countless hours during prefishing that I might otherwise spend trying to catch the wrong species."



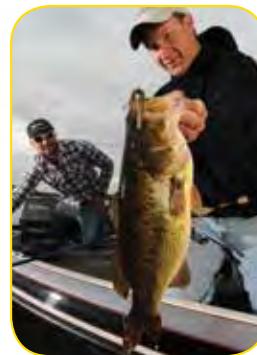
760c

Simple performance is a beautiful thing. The purr of a fine German motor; the sharp vivid glow of a flatscreen HD TV—each performs a singular function to perfection. Add the Aqua-Vu 760c to the list of simply beautiful technology. Delivering consistently clear colorful underwater video, this full-size viewing system arms anglers with everything they need to embark on amazing underwater adventures.



760c HIGHLIGHTS

- 7-inch High Resolution LCD with Screen Protector
- Sony CCD HD Fish Cam with LED Light System
- 100-feet Camera Cable
- 12v 9ah Battery/Charger



Big Bass are a very "camera friendly" species.



Custom soft bag (included with 760cz & 760c) fits 5-gal bucket.

SCAN & VU



AMAZING UNDERWATER FISH STRIKES

UNDERWATER INSIGHT

Among the great indicators of actively feeding fish is the overlooked dynamic of water temperature. While most anglers can readily determine the temperature on the surface, very few pay attention to water temperature in deeper water. Moreover, finding the thermocline—the thin layer of the water column in which water temperature changes most rapidly—is often a major key to discovering active gamefish. Wise anglers use the Aqua-Vu 760cz to unlock these vital pieces of the puzzle—temperature, depth and the presence of fish, all revealed with a single powerful tool.

THE NEW STANDARD IN POWERFUL & AFFORDABLE UNDERWATER CAMERAS

715c

Not many years ago, owning a high def LCD TV nearly required a second mortgage. Yet despite their astronomical price-tags, the colorful images displayed on these dazzling widescreens carried an undeniable "wow" factor. Today, prices have dropped, while technology has continued improving. Leave it to Aqua-Vu to ride the crest of this techno wave, gifting anglers with the 715c Underwater Viewing System—the most powerful, yet affordable fishing camera ever built.



715c HIGHLIGHTS

- 7-inch LCD with Screen Protector
- Color CMOS Fish Camera with LED Light System
- 50-feet Camera Cable
- Smart Power™ Battery Management System
- 12v 7ah Battery/Charger



360

Remember that teacher of yours who seemed to have eyes in the back of her head? Hard to get away with monkey business in her classroom, because even while facing the chalkboard, this old educator had an uncanny knack for spotting mischief from every direction. Be nice to have that same ability while viewing underwater; to see a full 360-degrees at all times; to spot that big pike in the distance, or to watch that school of crappies moving toward your lure. Aqua-Vu's got your back, literally, with the amazing AV360—the only 4-way fishing camera that shows you every underwater angle.



Custom soft bag
(included with 715c &
360) fits 5-gal bucket.

360 HIGHLIGHTS

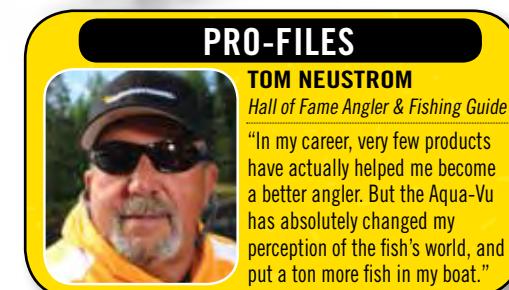
- 7-inch LCD with Screen Protector
- Aqua-Vu Quad Camera with Switchable Screen Views
- 60-feet Camera Cable
- Video-Out for connecting to larger TV in ice fishing shelter
- 12v 9ah Battery/Charger



SCAN & VU



THE 715 IN ACTION



PRO-FILES

TOM NEUSTROM

Hall of Fame Angler & Fishing Guide

"In my career, very few products have actually helped me become a better angler. But the Aqua-Vu has absolutely changed my perception of the fish's world, and put a ton more fish in my boat."



UNDERWATER INSIGHT

While casting for bass, trout or big sunfish, nothing is more exciting than so-called "sight fishing." Ditto for angling through an ice fishing shelter, where an Aqua-Vu spotlights game-fish as they study, sniff and engulf your lure. On the ice, four or more anglers often party and angle together in the same big shanty, which may be furnished with a big screen TV, a stove and recliners. The Aqua-Vu 360 features four cameras in one, allowing multiple anglers to sight-fish simultaneously. The unit's video-out plug even allows the live underwater video to be viewed on the big screen!

SCOUT, FIND AND CAST!

Trolling Motor Underwater Viewing System

The first-ever underwater P.O.V. camera designed for fishing, the new TM Cam System might be the ultimate electronic sight-fishing tool. This complete shallow water viewing system displays the underwater terrain ahead of and to the sides of the boat, revealing fish in cover and other casting targets. Mounted to the base of any trolling motor, this hands-free underwater camera allows for simultaneous fishing and viewing—simply turn and steer the trolling motor to view in any direction. See what's living in shallow brushpiles, under vegetation and boat docks, even for finding big bass on deeper beds.

Trolling Motor Cam Mounting Kit

Transform any existing Aqua-Vu Micro Series Underwater Viewing System into an awesome underwater scouting tool with this rugged trolling motor mounting kit. All brackets and mounting hardware included. Works with any model trolling motor. (Underwater camera not included.)



Compatible with most Aqua-Vu Micro Cameras.

UNDERWATER INSIGHT

Some of the best spots in the lake occur in places that can't be penetrated by sonar or polarized sunglasses. Enterprising anglers have devised some intriguing methods for spying on fish in these difficult to reach locations. A telescoping "painter's pole"—found in most hardware stores—can be armed with an Aqua-Vu Micro camera at the end, and dipped into heavy cover areas, such as beneath boat docks, undercut banks and through the canopies created by brushpiles and emergent vegetation. You might be amazed at the fish you discover in these spots!



TROLLING MOTOR CAMERA SYSTEM HIGHLIGHTS

- Hi-Res Micro Cam (monitor not included)
- 15-foot Heavy-Duty Camera Cable
- Machined Steel Mounting Brackets & Hardware

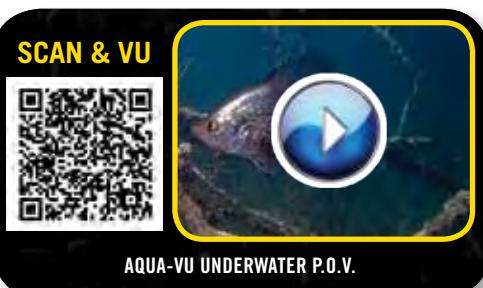


TROLLING MOTOR CAMERA MOUNTING KIT

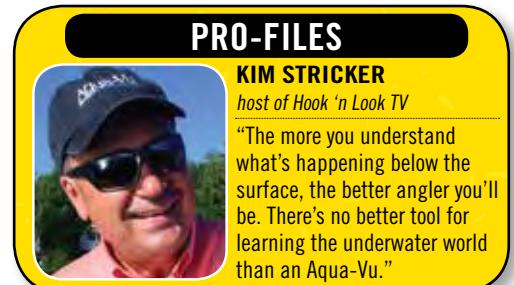
- Machined Steel Mounting Brackets & Hardware



Universal mounting kit fits all electric trolling motors.



Underwater 'sight-fish' from the bow of your boat.



UNDERWATER REALITY TV

Multi-Vu

Luxury ice fishing shelters today are outfitted with everything from microwave ovens and recliners to satellite TV. Forget about ESPN—you need the Aqua-Vu channel! And with the Multi-Vu System, you can quickly and easily connect your underwater camera to your big screen TV. Ditto for the sonar unit in your boat. This handy camera adaptor system also allows anglers to link their Aqua-Vu directly to a high-end LCD fish finder, so they can instantly compare sonar signals to real-life underwater video—all on the same unit. That's what we call Underwater Reality TV—it's live, always entertaining, and reruns aren't allowed.

Multi-Vu Adaptor/Control Box

Exclusive Multi-Vu Control Box converts any video monitor with an RCA video input into an underwater viewing system (with use of a separate Aqua-Vu Underwater Camera.)



MULTI-VU HIGHLIGHTS

- Waterproof Camera Control Box with Light Controls/12V Power Cable/RCA Video Out
- Color 1/3" Sony® CCD HD Image Sensor Camera with LED Light System
- 100-feet Camera Cable
- Compatible with any video monitor with an RCA video input
- Compatible with select sonar units (Lowrance, Raymarine, Garmin)
- Battery and Monitor not included

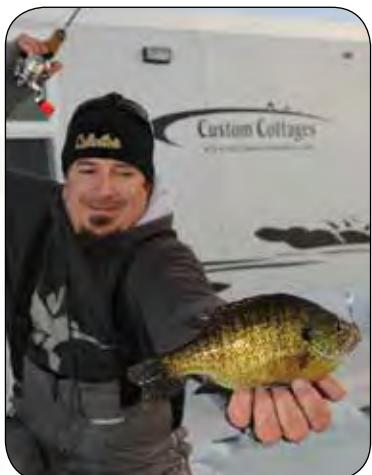


Connect your underwater camera to a big screen tv... or to your boat's sonar.



UNDERWATER INSIGHT

Ever wonder why the fish arches displayed on your sonar unit won't bite? What if you thought the fish below were walleyes, when in fact, they were suckers. Or how about fishing for 'sonar bass' that are actually carp? Whether you're a tournament fisher or a casual weekend angler, an Aqua-Vu camera can save hours of valuable fishing time, by confirming mysterious signals on your sonar unit. The Aqua-Vu also reveals fish buried in heavy cover and vegetation, which even the best sonar unit won't show.



Perfect for large wheeled ice shelters!

MULTI-VU ADAPTOR/CONTROL BOX HIGHLIGHTS

- Camera Control Box with Camera Light Controls, On/Off Switch, Video-Out
- Waterproof 12v Power Supply Cable
- Camera Cable Wrap (monitor & camera not included)
- 4 Supplied Adaptor Cables (compatible with Aqua-Vu, Marcum and Vexilar cameras)

SCAN & VU

THE ULTIMATE ICE FISHING HOUSE

PRO-FILES

TOMMY SKARLIS
Professional Walleye Angler

"The Aqua-Vu helps me identify weed types for walleyes; locate deep bluegill beds; discovers those little sweet spots holding bass. This smart phone sized camera delivers."

SCAN & VU

AMAZING UNDERWATER FOOTAGE

SMART PHONE FISHING

WiFi Underwater Viewing System

Sixteen years after inventing the first Underwater Viewing System, Aqua-Vu has engineered a dynamic device that allows for wireless real-time viewing on a smart phone or tablet. Network and link to underwater cameras deployed by nearby anglers; view underwater video remotely on ice, such as for watching tip-up lines; receive real-time video feeds from underwater "trail cameras." Imagine the applications ...



View underwater video remotely on your smartphone.



WIFI SYSTEM HIGHLIGHTS

- Waterproof WiFi Transmitter
- Color Micro Camera
- 50-feet Camera Cable
- Internal Li-Ion Battery/Charger
- Compatible with iPhone®/iPad® (not included)

SCAN & VU



SMARTPHONE FISHING

WIFI WIRELESS TRANSMITTER HIGHLIGHTS

(CAMERA NOT INCLUDED)

- Waterproof WiFi Transmitter
- Internal Li-Ion Battery/Charger
- Compatible with iPhone®/iPad®
- For use with any underwater camera with a video out



PRO-FILES

STEVE PENNAZ

Host of Stone Cold Fishing & Lake Commandos TV



"An Aqua-Vu camera solves the mysteries that appear on my sonar unit. While ice fishing, it's shown me that about half of our bites go totally undetected."

Looking Glass™ App

Imagine viewing or capturing video from a dingy lake or at night, and transforming it into a crystal clear image. Exclusive technology now allows users to instantly enhance, sharpen and clarify underwater (or any other) video. Developed for stealth surveillance, as well as deep-sea applications, this radical app optimizes contrast and color spectrum to yield amazing quality video, in real time on your smart phone or tablet, or for previously recorded footage. You've never seen the underwater world in such rich, clear color.



LOOKING GLASS™ APP

- Available on the Apple iTunes Store
- Interactive App for iPhone®/iPad® (not included)

GET THE APP!



SCAN & VU



LOOKING GLASS BASS

UNDERWATER INSIGHT

Just as hunters use trail cameras to monitor the movements of deer and other game animals, it may soon be possible for anglers to operate and monitor networks of "underwater trail cameras." With Aqua-Vu's new WiFi System, anglers who set tip-ups on the ice for pike, walleyes and other species now have the ability to remotely monitor multiple lines. Imagine the excitement of sitting in a heated shelter, watching for strikes on tip-ups set around your position.



Use exclusive technology to clarify dark, dirty waters.



TRICK-OUT YOUR UNDERWATER CAMERA

Mo-Pod 3

First one to find fish wins the game. That's true often enough. Yet the wise angler recognizes it's the one who stays on the fish who wins the marathon. An Aqua-Vu camera finds fish, and the ingenious Mo-Pod 3 camera-panning accessory assures you'll stay on 'em—following their movements around your under-ice position. Grab the wireless remote; pan and scan the waterscape; monitor moving fish and multiple lures. Instantly convert your Aqua-Vu into a virtual underwater trail camera.

Pro Snake Arm Camera Mount

Quickly and easily mount your Aqua-Vu Micro, GoPro® or other camera inside your fish house or boat. Pro Snake Arm even allows you to "Bro-Rig" your Micro side-by-side with your sonar unit. Rugged flush or C-clamp mounts are both available (C-clamp adjusts to ice shelter pipes up to 1"). Fully adjustable Snake Arm pivots to any angle.

PRO SERIES MICRO CAMERA/VIEWING BAG



View on the go!

MO-POD 3 HIGHLIGHTS

- Rugged Waterproof Tripod (for up to 15" ice holes)
- Wireless Remote Control Pans a full 360°
- Easy-to-Access Battery Compartment
- 2 AA Batteries (not included)



Wireless remote control included.

SCAN & VU



COMBINING SONAR WITH AN AQUA-VU

Pro Series Micro Camera/Viewing Bag

Designed by top anglers on the North American Ice Fishing Circuit, this fully customized viewing bag adds comfort, stealth and convenience to the process of underwater viewing—both on ice or openwater. The special softcase fits all Aqua-Vu Micro Series cameras, and keeps the screen close to eye level for easy viewing, while also offering a smart cable management system. The zippered LCD cover doubles as a sunshield for optimal screen visibility. Dual adjustable neck and body straps assure a comfortable fit.

PRO SNAKE ARM CAMERA MOUNT



Mount your Aqua-Vu Micro or GoPro to virtually any flat surface.



Rotate any underwater camera a full 360°

UNDERWATER INSIGHT

Brian "Bro" Brosdahl has developed a sweet system for mounting his Aqua-Vu Micro right on his sonar ice unit. 'Bro-Viewing,' as it's now called, allows the angler to use both a Micro camera and a sonar simultaneously, providing the best perspective possible of all that's happening below. With the handy Pro Snake Arm, Bro and other anglers clamp this special mount to the base, handle or bracket of their sonar, where the Micro cam can be deployed or stowed at a moment's notice. It's the best, most portable system yet devised for combining an underwater camera with a sonar unit.

PRO-FILES

BRANDON NEWBY & RYAN WILSON
North American Ice Fishing Circuit Team of the Year

"On the ice fishing tournament trail, the Aqua-Vu Micro is our most important fish-finding tool. This awesome little camera helps us hit the big fish jackpot every time!"

Aqua-Vu®

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