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SIMRAD®

Go With Confidence

Simrad Cruise: Entry level chart plotter

Product Brief

Product Description

Introducing Simrad's all new entry level chart plotter

Simrad Cruise

System Overview

Simrad Cruise

- All new product available in 5”, 7” and 9”
- Chart plotter first, depth finder second
- Inexpensive and gets the job done
- Targeted at the Basic Boater (recreational/leisure boater), not the Frequent Fisherman
  - Consumer who wants basic functionality
  - Does not want or need all the bells and whistles
  - Does not want to have to learn how to use the product every time they go out; turn it on and shows me where I am, where I want to go and the depth
- No networking means no networking complications
- Installation friendly
  - Mount from front or bracket mount
  - Push fit Power and Sonar connectors

Product Overview

5”, 7” and 9” sunlight viewable displays

Built-in GPS

Easy mount from front solution

Side access MicroSD slot

Worldwide Basemaps, with the option to upgrade

Rotary knob for easy, approachable control

Keypad control of all functions

Built-in CHIRP sonar

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Unique Selling Points

A true entry-level chartplotter, Simrad Cruise offers a casual boater everything they need and nothing they don't.

Most products in the entry-level market are targeted at fishermen with more advanced sonar but very basic charting.

Simrad Cruise is a chart plotter first and a depth finder second, with a worldwide basemap. If a user still wants a bit more chart data or the ability to use Easy Routing they can add a C-MAP chart card.

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Unique Selling Points

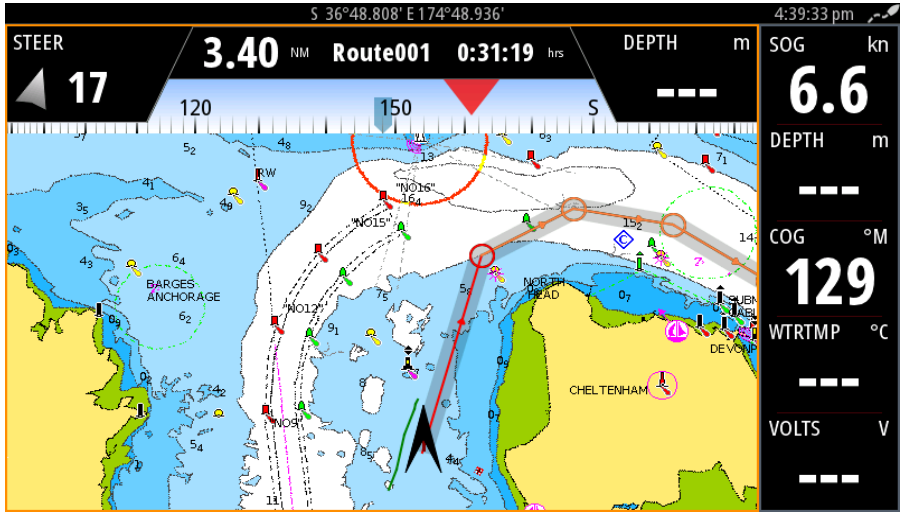
Navigation Page

Navigating has never been easier than it is with Cruise.

You can navigate to a cursor position, a waypoint or along a predefined route.

The Navigation Page gives you a 3rd person view of your vessel travelling along a route. Important information is then overlaid in the corners of the screen showing you the following:

- Direction to steer
- Route length
- Time to destination
- Distance to next waypoint
- Time to next waypoint



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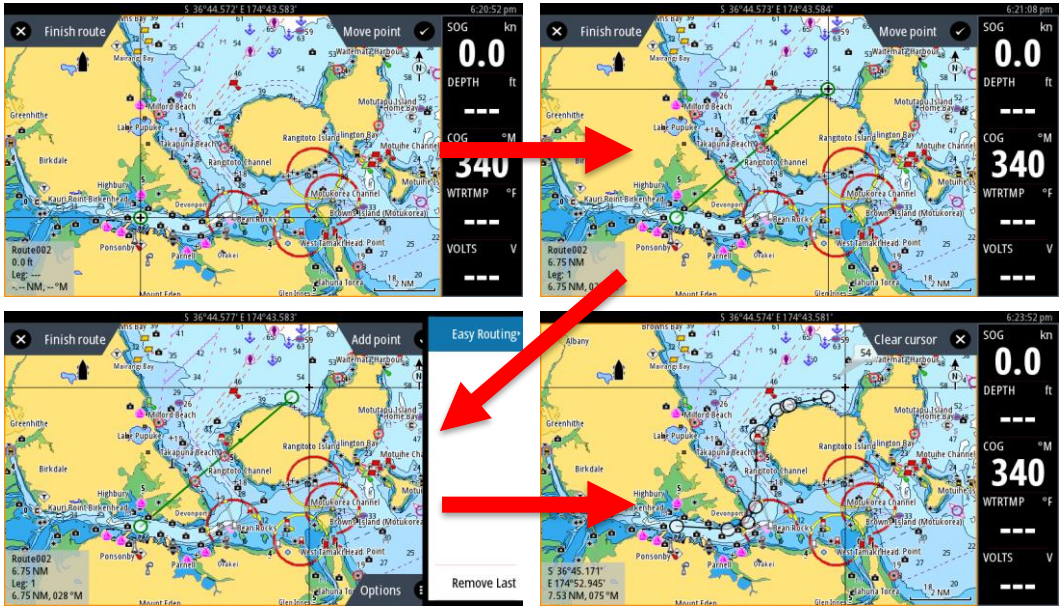
Unique Selling Points

Easy Routing

Simrad Cruise is compatible with CMAP Easy Routing.

If you have a CMAP MAX-N or MAX-N+ chart card in your unit then you can simply select your start point, select your end point and your chartplotter will automatically fill in the gaps to create the best route for you to take to get there, avoiding land and shallow areas.



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Unique Selling Points

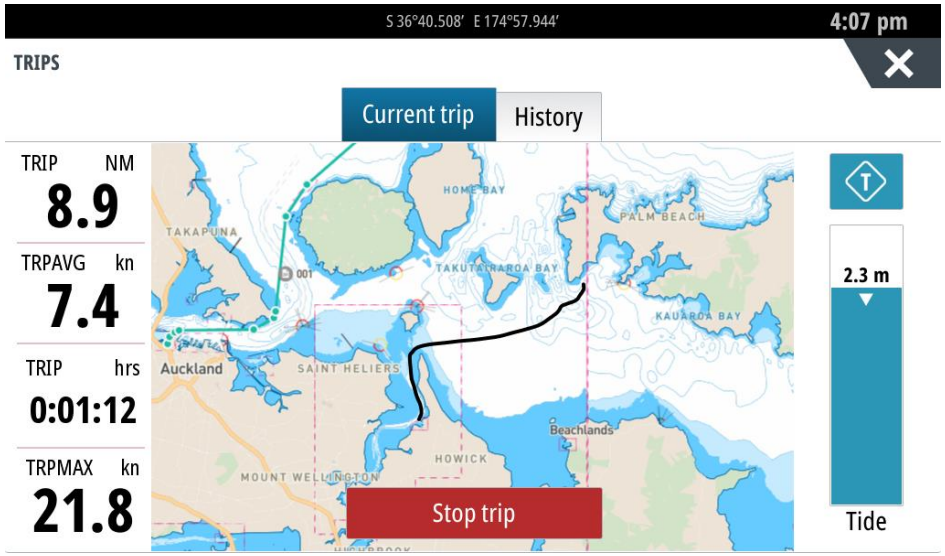
Trip Intel Lite

Trip Intel is a great way to log your trips and keep a record of where you've been.

Trip Intel shows you a graphical representation of your trip on the chart as well as allowing you to view useful trip data:

- Distance covered
- Time on the water
- Average speed
- Max speed

There is also a historical record of your trips so that you can compare them.



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Unique Selling Points

The Data the Boater Wants

Simrad Cruise provides users with everything they need and nothing they don't. A user should be able to get on the boat, turn on the chartplotter and head out on the water without having to think about configuring all the data they need to see.

Cruise shows the user all of the important data they need on the right hand side of the screen with:

- Time
- Speed over ground
- Depth
- Course of ground
- Water temperature
- Supply voltage

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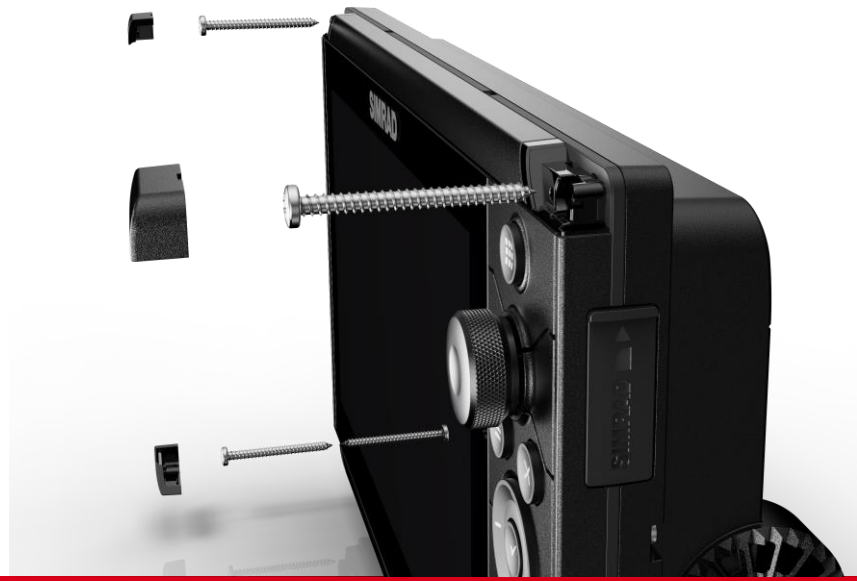
Unique Selling Points

Ease of Installation

You have the option of either bracket mounting or dash mounting your Simrad Cruise.

Dash mounting is very easy with the ability to mount the unit from the front, simply pop off the corner bezels to reveal the screw holes.

There are only 2 connectors on the rear of the product, one for power, one for sonar. Both connectors are push fit and waterproof.



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Unique Selling Points

Sonar

Simrad Cruise may be primarily a chart plotter but it also has inbuilt CHIRP sonar.

Cruise sonar provides accurate depth readings and automatic bottom tracking as well as water temperature.

Included in the box is an 83/200 transducer which gives you frequency options of 83kHz, 200kHz, Medium and High CHIRP.

Competitor Comparison

	Simrad Cruise	Lowrance Hook2	Garmin Striker Plus	Raymarine Dragonfly	Raymarine Element	Humminbird Helix-G2
EXAAMPLE USD RRP (7" Display)	$449	$449	$399	$469	$679 (NOXD)	$499
Embedded Charts	US Coastal	US Coastal	No	World Basemap only	World Basemap only	World Basemap only
Sonar Frequency	83/200kHz and Med/High CHIRP	200kHz and High CHIRP	50/77/200kHz and Med/High CHIRP	High CHIRP	High CHIRP	50/83/200 and Low/Med/High CHIRP
Sonar Imaging	None	Down	Down	Down	Down, Side, 3D	Down
Mount From Front	Yes	Yes	No	Yes but requires a dash mounting bracket	Yes	No
Automatic Routing	Requires C-MAP Max-N/Max-N+	Requires C-MAP Max-N/Max-N+	No	No	TBD	No
Networking	No	No	Only to other Strikers	No	NMEA 2000	No
Touchscreen	No	No	No	No	No	No

External Launch Schedule

Key Launch Event	Date
Training	~7 Feb 19
Open Order Book	12 Mar 19
Commercial Ship Date	1 Apr 19
Website goes live	1 Apr 19

Target Consumer Summary

Basic Boater

The Basic Boater predominantly uses their boat for recreational cruising, their main concern is seeing where they are on a chart and knowing how deep the water is.

Simrad Cruise is perfect for the Basic Boater, with a focus on better charting performance through more detailed maps and a cruising focused user interface.

The built-in CHIRP sonar performance of Simrad Cruise includes medium and high frequency CHIRP so that the user can expect to hold a bottom lock to 500 feet as well as seeing anything in the water column.

Portfolio Position

Part Numbers and Proposed Pricing – TBC (Refer to Selling tools)

P/N	Description	Discount Code	APAC (AUD)	EMEA (EUR)	AMER (USD)
000-14995-001	CRUISE-5 US COASTAL, 83/200 XDCR	R07			$399
000-14996-001	CRUISE-7 US COASTAL, 83/200 XDCR	R07			$449
000-14997-001	CRUISE-9 US COASTAL, 83/200 XDCR	R07			$599
000-14998-001	CRUISE-5 ROW BASE CHART, 83/200 XDCR	R07	$499.09	€390	
000-14999-001	CRUISE-7 ROW BASE CHART, 83/200 XDCR	R07	$590.00	€514	
000-15000-001	CRUISE-9 ROW BASE CHART, 83/200 XDCR	R07	$771.82	€669	

All SKUs bundled with 83/200 transom-mount skimmer transducer, utilising same sonar connector as Hook2

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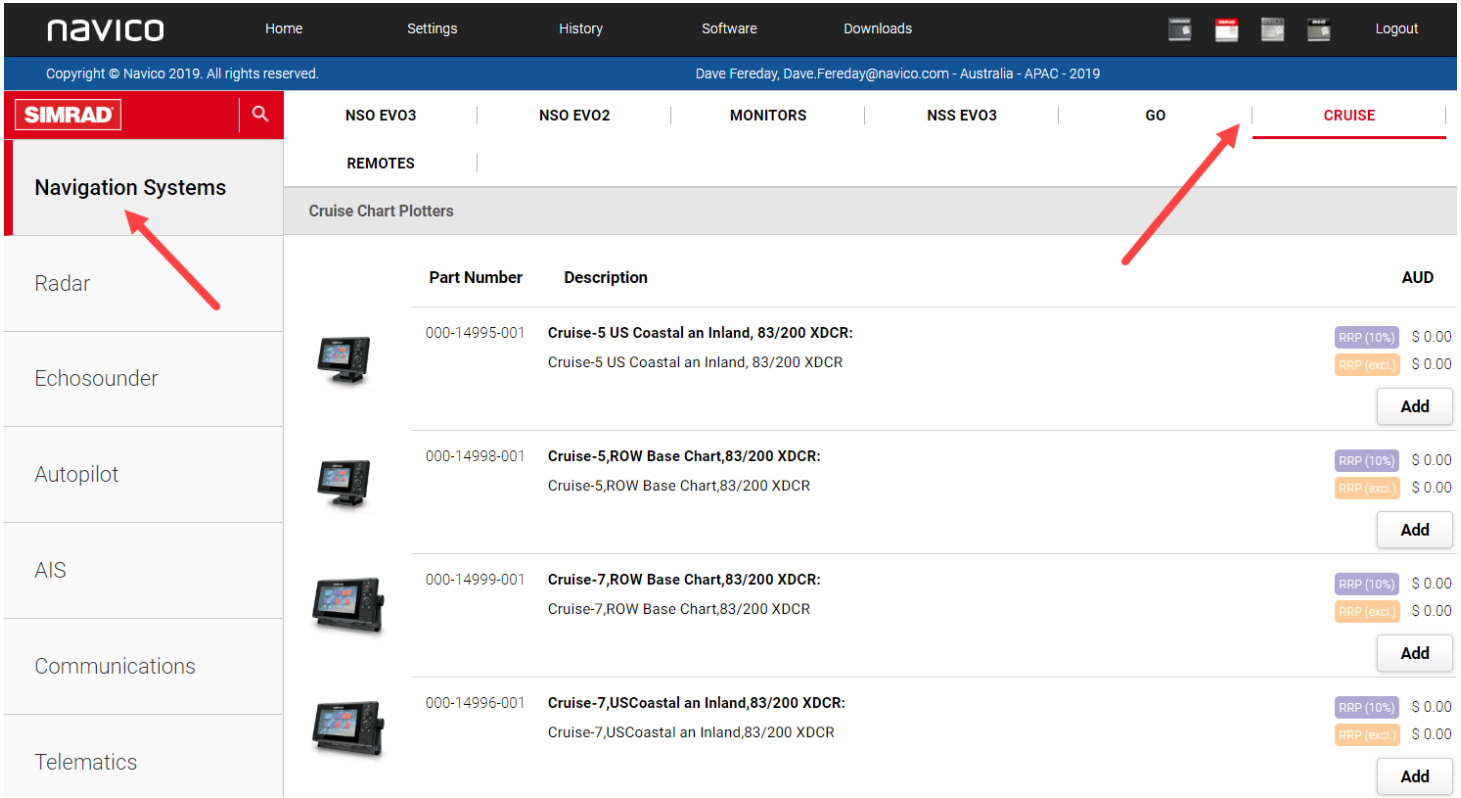
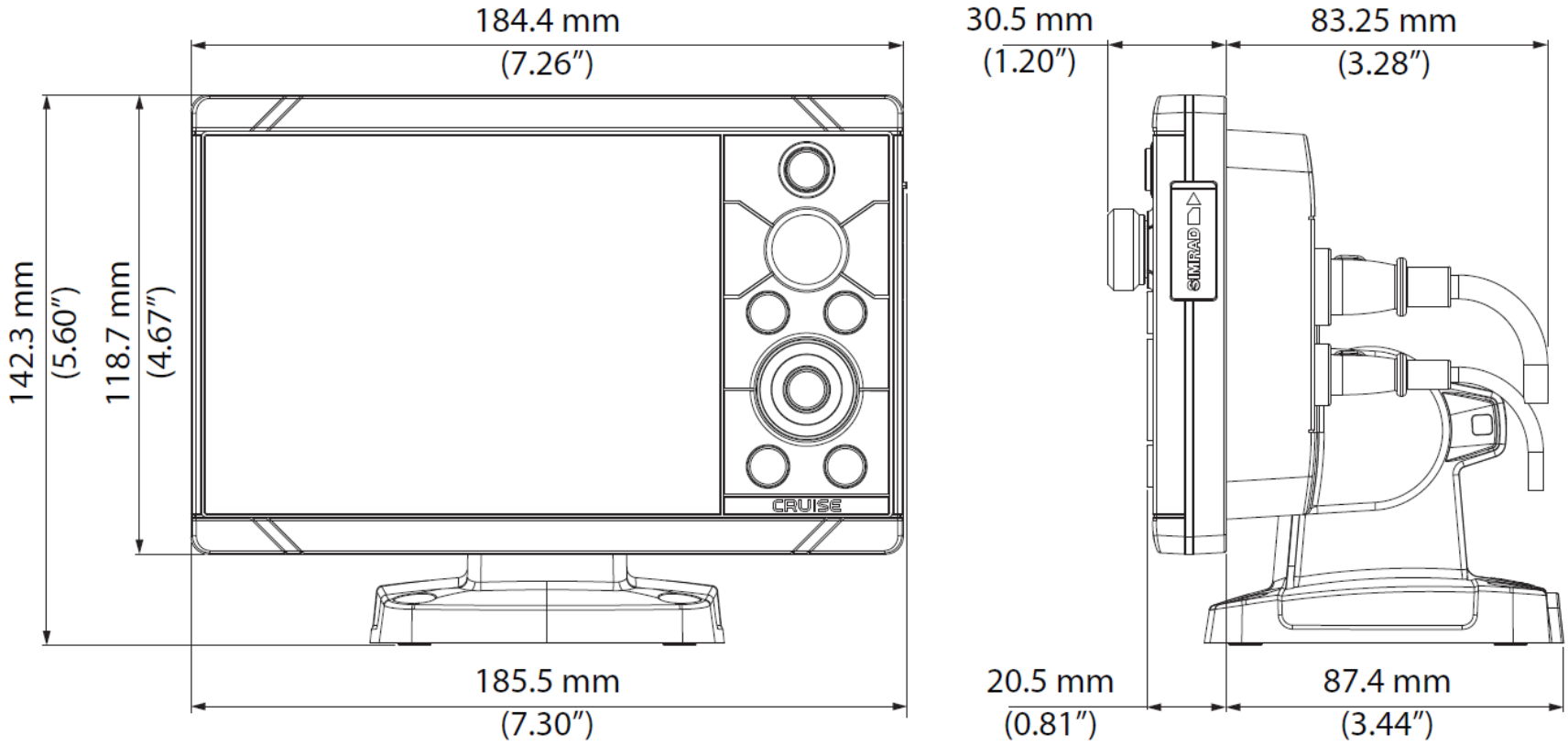
System Builder Capture



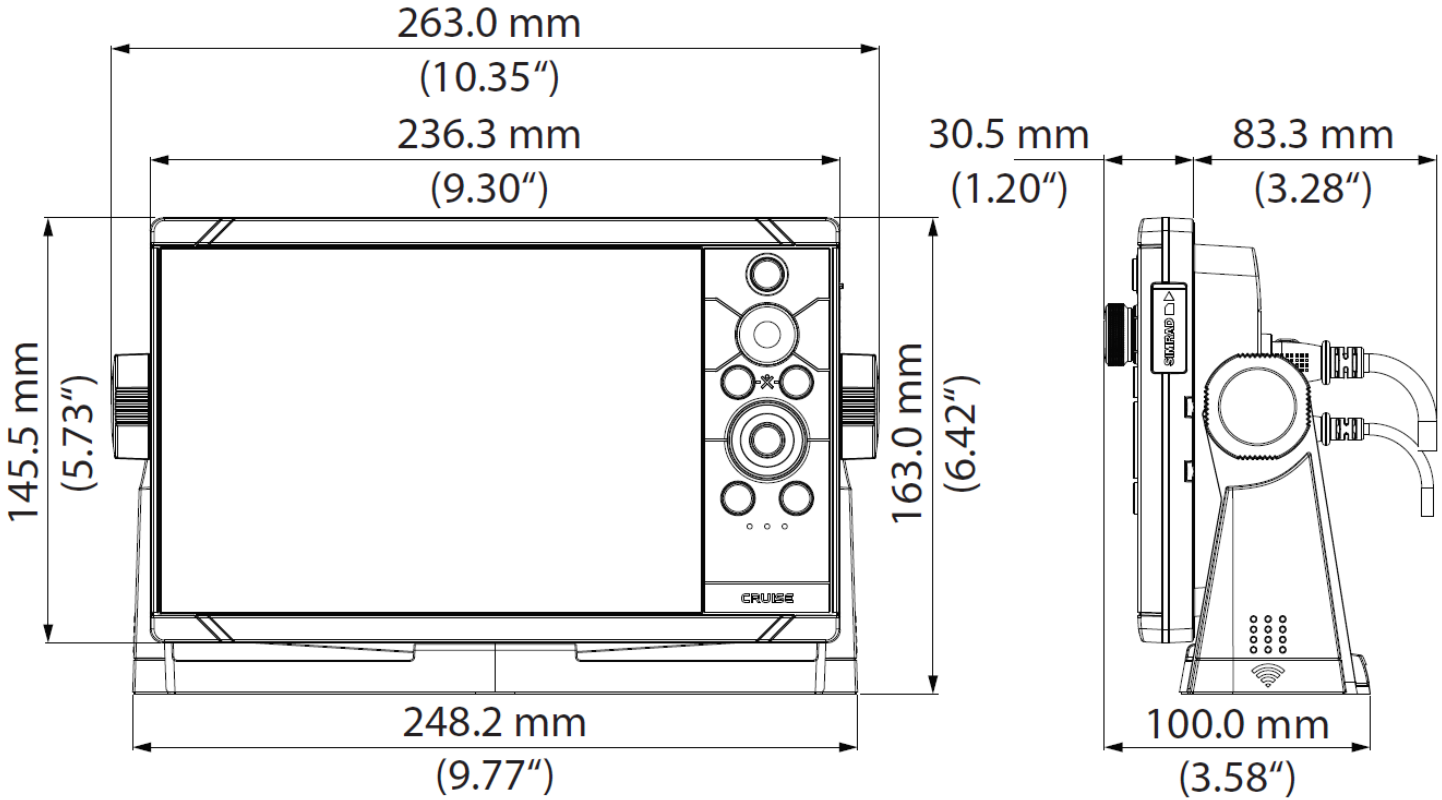
Technical Specifications

Power Consumption	5” = 12.2W, 7” = 16.3W, 9” = 19.4W
Colour	Black
Display: Size	5”, 7”, 9” Diagonal
Type	TFT Widescreen
Resolution	800x480
Illumination	5” = 800 nits, 7/9” = 1000 nits
Viewing Angle	80° top/bottom, 80° left/right of centre
Environmental Protection	IPx6 and IPx7
Operating Temperature	-15°C to +55°C (+5°F to +131°F)
Operating Voltage	12 V DC (10-17 V DC)

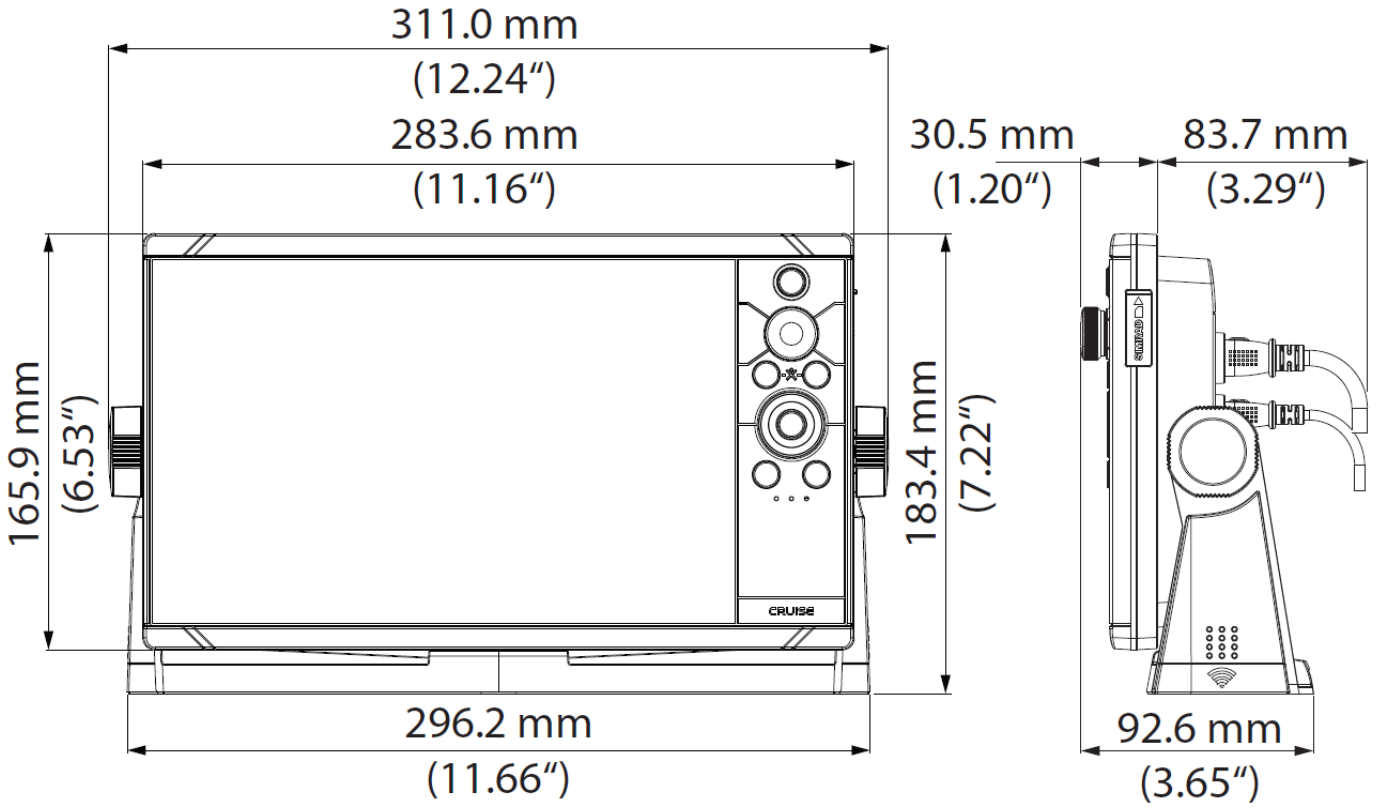
Dimensional Drawings Cruise-5



Dimensional Drawings Cruise-7

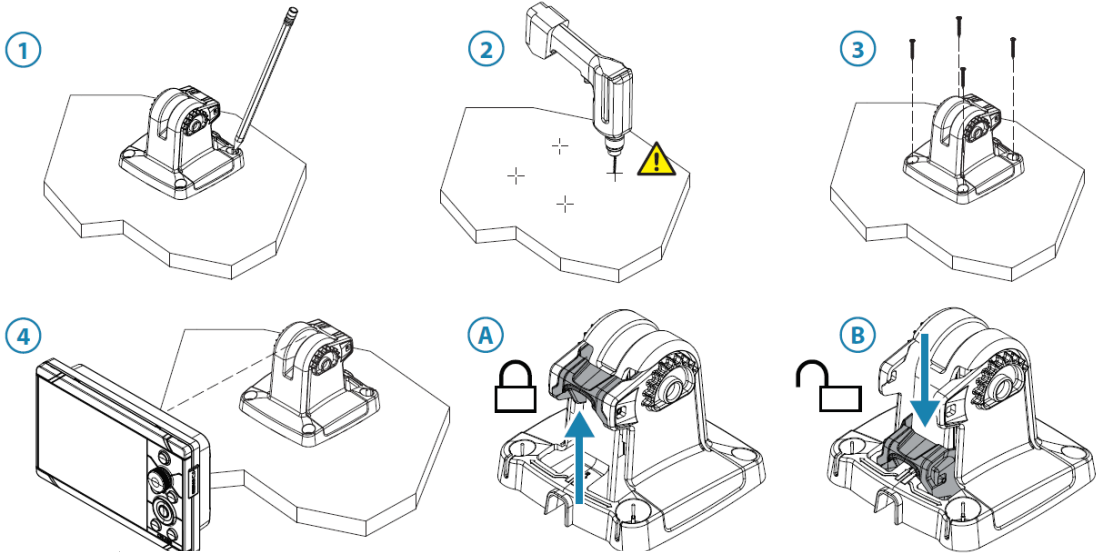


Dimensional Drawings Cruise-9



Installation & Mounting Cruise-5

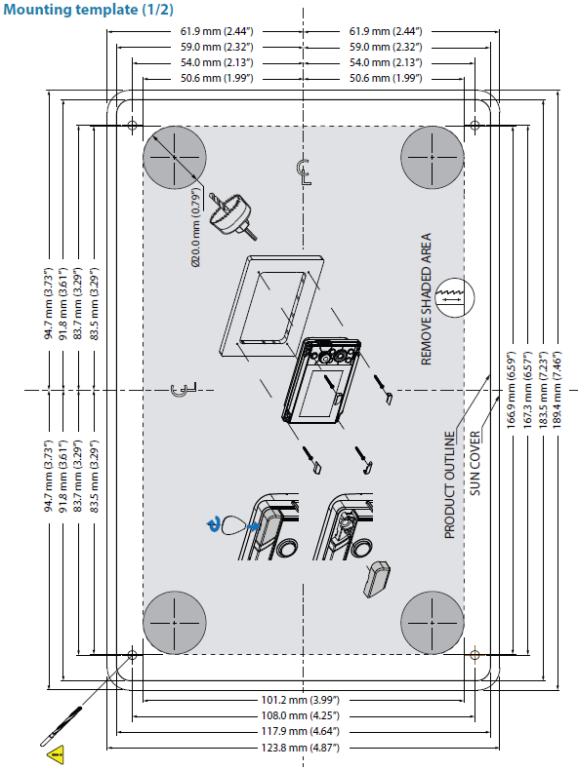
Bracket mounting



⚠ Recommended pilot holes.

Material	10# screw
Soft materials e.g. Plywood	Ø 3.7-4.0 mm (5/32”)
Hard materials e.g. Fiberglass, Acrylic, Hardwoods	Ø 4.1-4.7 mm (3/16”)

Mounting template (1/2)

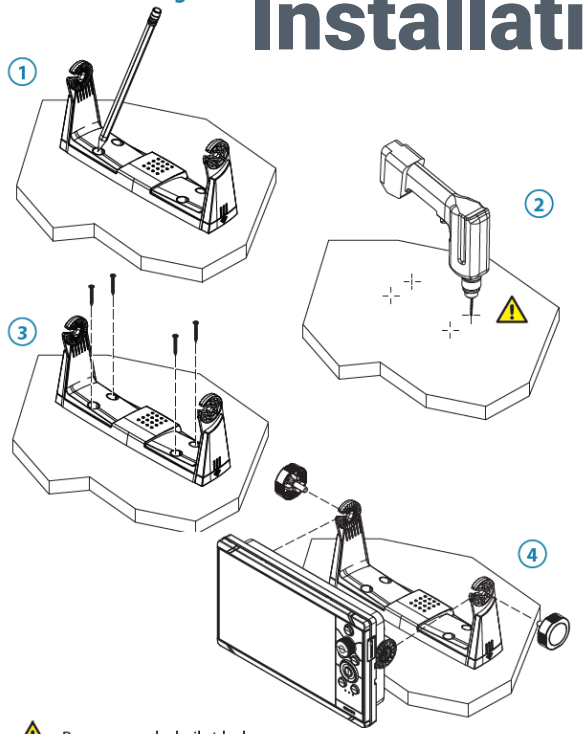


Dash Mount

Dash mount kit 000-15070-001 sold separately. Kit contains cut out template, gasket, screws and corner covers

Installation & Mounting Cruise-7

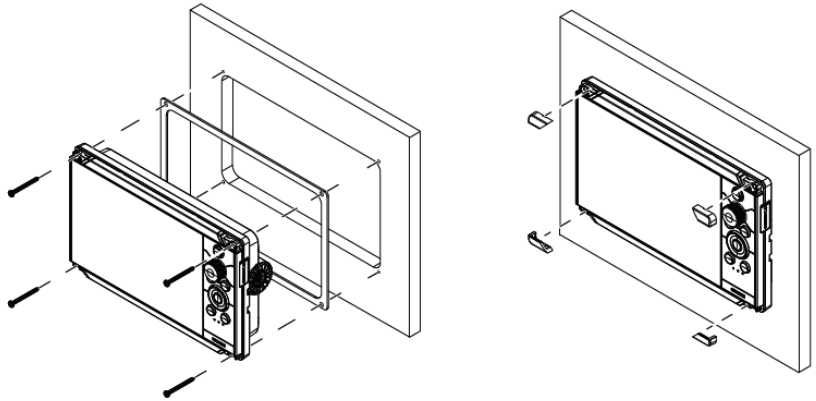
Bracket mounting



⚠ Recommended pilot holes.

Material	10# screw
Soft materials e.g. Plywood	Ø 3.7-4.0 mm (5/32")
Hard materials e.g. Fiberglass, Acrylic, Hardwoods	Ø 4.1-4.7 mm (3/16")

Panel mounting



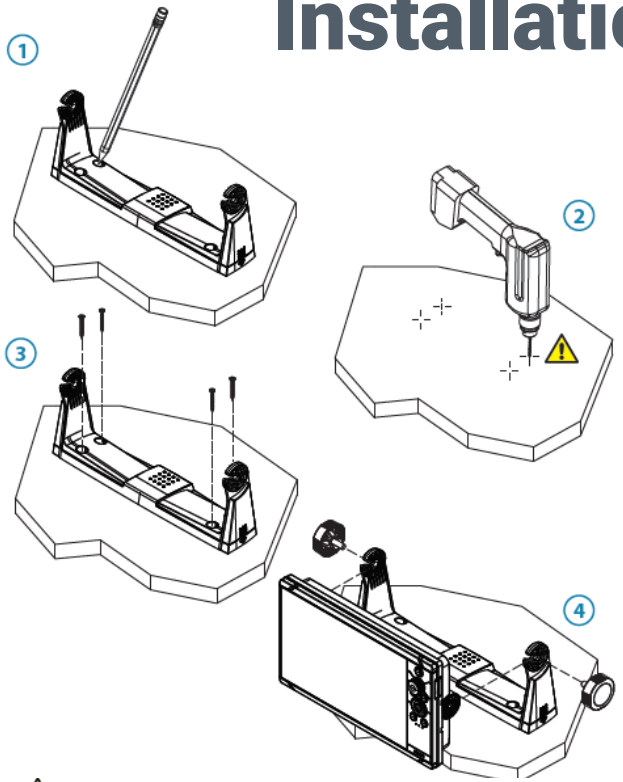
⚠ See panel mounting template for drilling and cutting details.
Panel mounting kit is sold separately.

Dash Mount Kit

Dash mount kit 000-15071-001 sold separately. Kit contains cut out template, gasket, screws and corner covers

Installation & Mounting Cruise-9

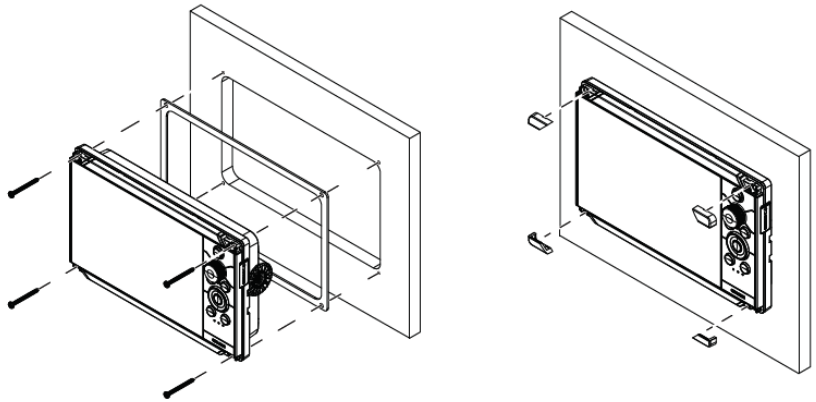
Bracket mounting



⚠ Recommended pilot holes.

Material	10# screw
Soft materials e.g. Plywood	Ø 3.7-4.0 mm (5/32")
Hard materials e.g. Fiberglass, Acrylic, Hardwoods	Ø 4.1-4.7 mm (3/16")

Panel mounting



⚠ See panel mounting template for drilling and cutting details.
Panel mounting kit is sold separately.

Dash Mount Kit

Dash mount kit 000-15072-001 sold separately. Kit contains cut out template, gasket, screws and corner covers

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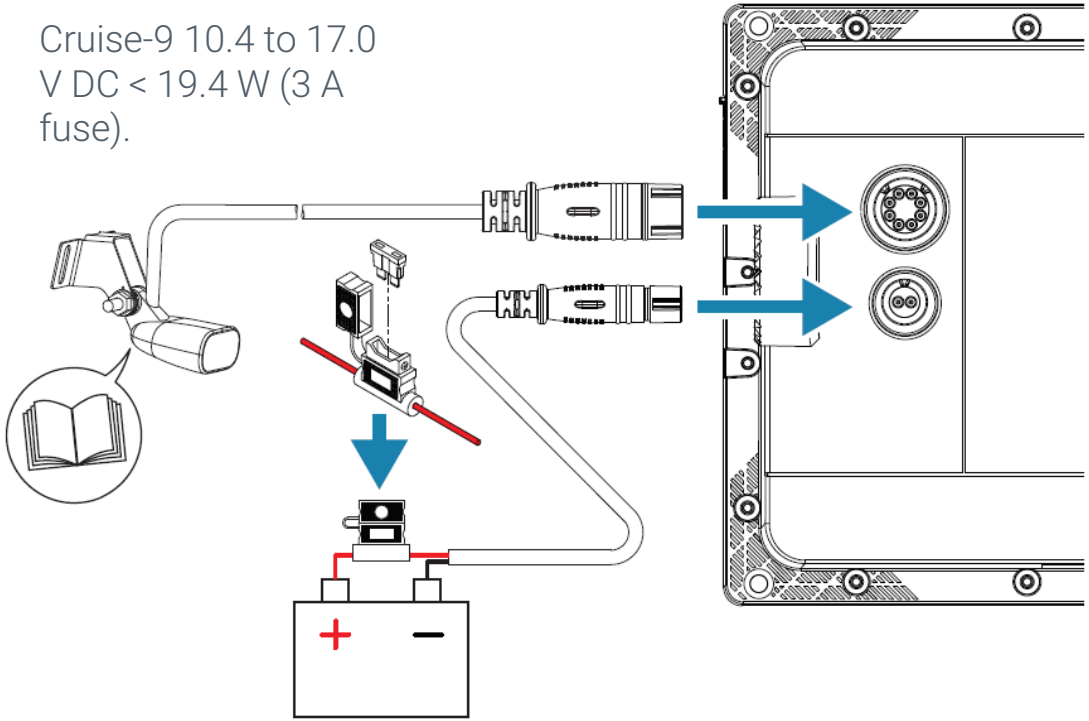
Installation & Mounting
Wiring

Basic Boater

- Cruise-9 10.4 to 17.0 V DC < 19.4 W (3 A fuse).



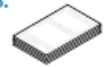
Model	Operating voltage	Power consumption	Fuse size
Cruise-5	10.4 to 17.0 V DC	< 12.2 W	3 A
Cruise-7	10.4 to 17.0 V DC	< 16.3 W	3 A
Cruise-9	10.4 to 17.0 V DC	< 19.4 W	3 A

Box Contents

Cruise 5”

Parts included

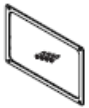
1. Display unit
2. Corner clips
3. Bracket mounting kit
   - Bracket
   - 4x screws, self-tapping #10 X 3/4 PN HD SS
4. Cable and fuse kit
   - Power cable
   - Fuse and holder
5. Skimmer transducer
6. Document package



Accessories (sold separately)

A. Sun cover
Part no.: 000-15067-001

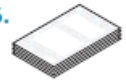
B. Panel mounting kit
Part no.: 000-15070-001



Cruise 7”

Parts included

1. Display unit
2. Corner clips
3. Bracket mounting kit
   - Bracket
   - 2x knobs
   - 4x screws, self-tapping #10 X 3/4 PN HD SS
4. Cable and fuse kit
   - Power cable
   - Fuse and fuse holder
5. Skimmer transducer
6. Document package



Accessories (sold separately)

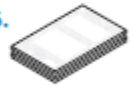
A. Sun cover
Part no.: 000-15068-001

B. Panel mounting kit
Part no.: 000-15071-001

Cruise 9”

Parts Included

1. Display unit
2. Corner clips
3. Bracket mounting kit
   - Bracket
   - 2x knobs
   - 4x screws, self-tapping #10 X 3/4 PN HD SS
4. Cable and fuse kit
   - Power cable
   - Fuse and fuse holder
5. Skimmer transducer
6. Document package



Accessories (sold separately)

A. Sun cover
Part no.: 000-15069-001

B. Panel mounting kit
Part no.: 000-15072-001

Options & Accessories

Accessories

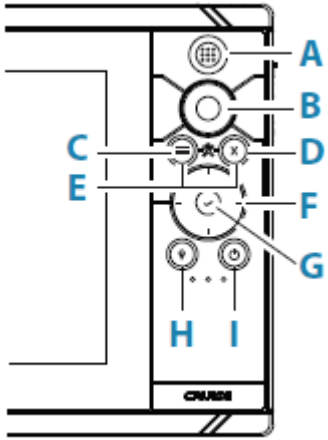
Description	Part Number
CRUISE 5, SUNCOVER, ACCESSORY	000-15067-001
CRUISE 7, SUNCOVER, ACCESSORY	000-15068-001
CRUISE 9, SUNCOVER, ACCESSORY	000-15069-001
CRUISE 5, DASH KIT	000-15070-001
CRUISE 7, DASH KIT	000-15071-001
CRUISE 9, DASH KIT	000-15072-001
HOOK2/CRUISE 8PIN XDCR 10 FT EXT CBL	000-14414-001
7 PIN XDCR ADAPTER TO HOOK2, CRUISE	000-14068-001
XSONIC XDCR ADAPTER TO HOOK2/CRUISE	000-14069-001
HOOK2 4" / 5" CRUISE 5" BRACKET SWIVEL	000-14169-001

Spare Parts

Description	Part Number
CRUISE CORNER BEZEL,CHART CARD SEAL	000-15091-001
CRUISE/HOOK2 83/200 SKIMMER TRANSDUCER	000-15053-001
Hook2 4/5" Cruise 5" Bracket	000-14170-001
GimbalBracket evo3/Cruise/Zeus3 7, GO/V9	000-13702-001
NSS9 EVO3, ZEUS3-9, CRUISE9 GIMBAL BRCKT	000-13758-001
HOOK2 / CRUISE POWER CABLE	000-14172-001
NSS EVO3, CRUISE & ZEUS3 ROTARY KNOB	000-14317-001

Advanced Installation Reference

Button Functions



A **Pages/Home key** - press to open the Home page for page selection and setup options

B **Rotary knob** - turn to zoom or scroll the menu, press to select an option

C **Menu key**
- Press to display the active panel's menu
- With a page displayed, press and hold to display the Settings dialog

D **Exit key** - press to exit a dialog, return to previous menu level, and clear the cursor from the panel

E **MOB** - press simultaneously the menu and exit keys to create a MOB waypoint at the vessel's position

F **Arrow keys** - press to activate the cursor or to move the cursor
Dialog and menu operation: press to navigate to different options and adjust a values

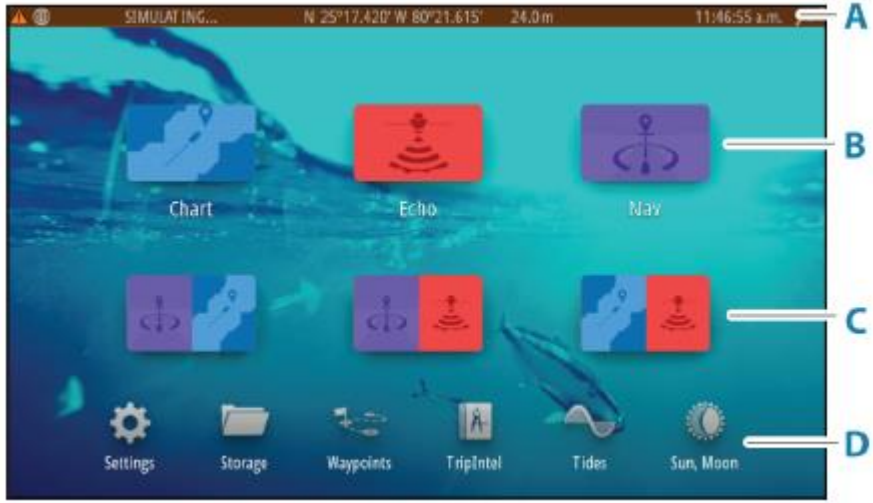
G **Enter key** - press to select an option or to save settings

H **Waypoint key**
- Press to place a waypoint at vessel position or at cursor position when cursor is active
- Press and hold to open the Plot dialog where you can select options to add new or manage existing waypoints, routes and tracks

I **Power key**
- Press and hold to turn the unit ON/OFF
- Press to display the system controls dialog
- Multiple short presses to toggle through predefined dimming levels

Advanced Installation Reference

Home Screen



A **Status bar**
Displays status of the system.

B **Applications**
Select a button to display the application as a full page panel.

C **Predefined split pages**
Select a button to display 2 applications on the panel.

D **Toolbar**
Select a button to access dialogs used for carrying out a task, or for browsing information.

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