

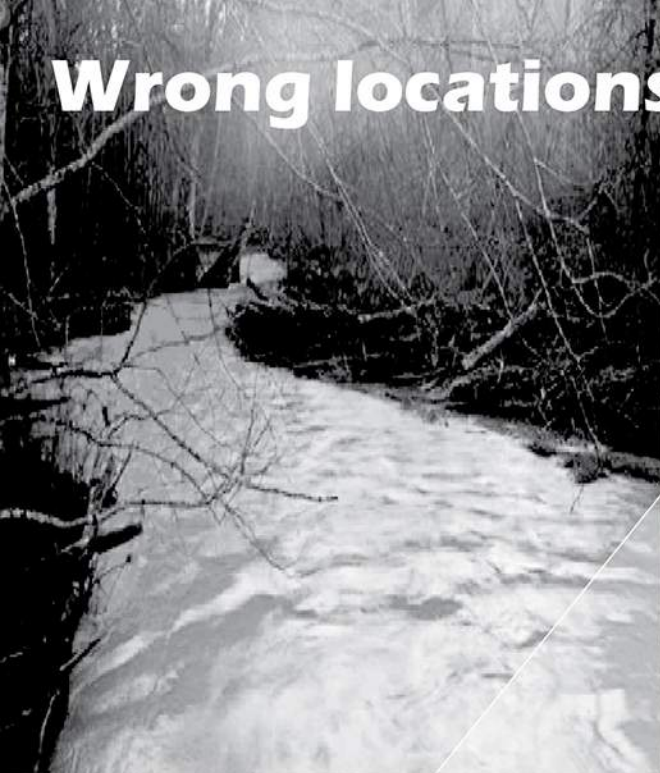


# E-Chrome Reel

R e d e f i n e   t h e   f i s h i n g   l i f e



**Wrong locations/weather**

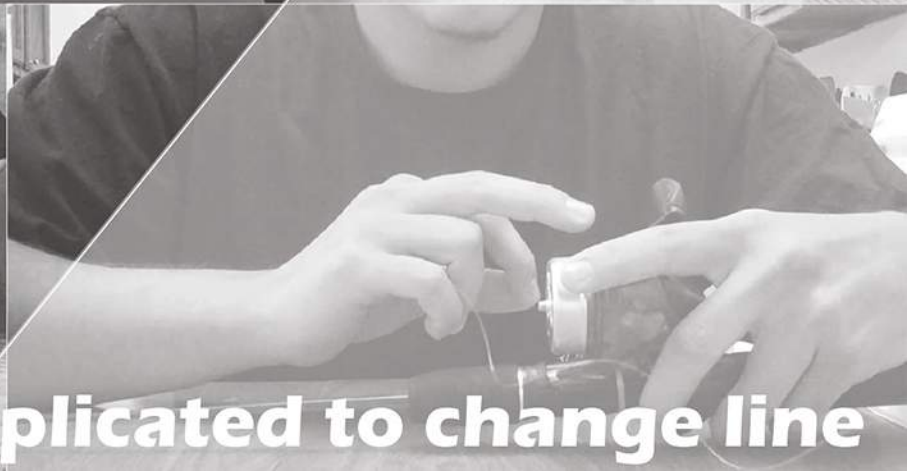


**Too many mechanical settings**

**Know the Law!**



As seen in  
**BASS ANGLER** Magazine  
Winter 2012



**Complicated to change line**



Almost 46 million  
Americans participated  
infishing in 2013



60.6%



34.4%



Fishing Participants made  
904 million outing  
in 2013



Almost 42 percent of  
first-timefishing participants  
are female





## Design a digital fishing kit for anglers

M u l t i f u n c t i o n

E a s y t o u s e

I n t e r a c t i o n

a e s t h e t i c s

User is able to adjust any mechanical sitting by this panel.

Built-in camera has object recognition technology. User can share the pictures on the social media and knows the weight of fish by built-in scale.



GPS system shows where the perfect place for fishing is.

Finishing finder shows the fish's activities underwater by sonar system which is built in the float.



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### Interchangeable fishing line

Chrome reel makes changing fishing line easier base on the slideable case.



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### No more mechanical setting

Chrome reel has a curved-display and users are able to set the reel on the touch screen, no moe mechanical setting makes you confused.

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### Manual and automatic options

Chrome reel has the BM9000 motor for helping users to drag fishes. Its maximum prower is 55kg. Users could choose manual and automatic way in setting.





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Built-in sonar system and reel  
are connected by Bluetooth LE

