

**FISHING REEL, FISHING DATA DISPLAY DEVICE,
AND FISHING DATA DISPLAY SYSTEM**

ABSTRACT OF THE DISCLOSURE

5 A fishing reel 100 includes a data communication unit 44 capable of wirelessly transmitting terminal tackle water depth data to a data communication unit 66 of a fishing data display device 60, which is arranged outside of a fishing reel 100. The fishing data display device 60 includes a display unit 65 that displays the terminal tackle water depth data obtained from the data communication unit 44 and fish depth data obtained from a
10 data communication unit 91 of a fish finder 90. The fisherman is capable of easily performing jigging with a fishing reel, as well as ascertaining the water depth of terminal tackle.

(Fig. 4)