

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 16, 2019



SWAROVSKI OPTIK: “Digiscoper of the Year” reinvents itself – now it all happens on Instagram

The 14th edition of SWAROVSKI OPTIK’s internationally popular “Digiscoper of the Year” competition has had a makeover. For the first time, all entries have to be made via Instagram, and the winner will be selected at random so that amateur digiscopers also have an opportunity to showcase their photos.

The 2018 “Digiscoper of the Year” competition allowed entries via Instagram. This proved to be so popular that the 2019 competition will now be held solely on Instagram. From October 1–31, keen digiscopers are invited to post their pictures on Instagram with the hashtag #DOY2019. Only public posts can participate in the draw. The lucky winner will be picked at random and receive a set of CL Companion binoculars with VPA (variable phone adapter) and adapter ring.

A platform for nature lovers

SWAROVSKI OPTIK’s mission is to open people’s eyes to the beauty of nature and, in this way, help to preserve our planet. It is clearly spreading this message with the new orientation of the “Digiscoper of the Year” competition. The aim is to provide nature enthusiasts with a platform where they can showcase their love of nature, share it with others, interact with like-minded people, and draw inspiration from each other.

SWAROVSKI OPTIK – For the love for nature

Immerse yourself in a world of fascinating details and hidden treasures –enter this unique wonderland through digiscoping, taking photos with a digital camera or smartphone through the eyepiece of a spotting scope or binoculars. An ever-growing number of people are discovering this special photographic technique for themselves. It helps them produce impressive pictures that they want to share with others. That’s why, for the last 14 years, SWAROVSKI OPTIK has been running the “Digiscoper of the Year” competition, the world’s largest platform for digiscoping photos. It attracts entries from all over the world.

Important deadlines

Competition start: October 1, 2019

Closing date for submissions: October 31, 2019 (23:59:59 CEST)

Announcement of the winner: November 2019

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The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

www.swarovskioptik.com

SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949 by Wilhelm Swarovski, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2018 was 156.3 million euros (2017: 146 million euros), with an export ratio of 91%. The company has around 970 employees worldwide.

Information & contact details

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