



SWAROVSKI
OPTIK

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, February 17, 2020

Stay Curious

SWAROVSKI OPTIK proudly presents the world's first optical device to offer digital animal identification

SWAROVSKI OPTIK's latest innovation is a smart one: with the new dG (digital guide), the Tyrolean family business is proud to present a genuine world first. It is the very first long-range optical device to allow you to combine your viewing with automatic animal identification, documenting, and sharing. When used with the intuitive dG app, the dG with built-in camera is the ideal companion for anyone who is keen to learn more about nature. From April 1, 2020, the dG will be available from selected retailers and online at [swarovskioptik.com](https://www.swarovskioptik.com).

"The fascination of nature lies in its details. The exciting new dG not only provides you with unique experiences but also helps you to identify the birds and mammals you see. On top of that, the digital guide makes it easy to share your observations with other like-minded nature-lovers. We are inviting everyone to take a closer look, to explore the world in all its facets, and to be enchanted by the preciousness of the moment. The digital guide helps to open people's eyes to the beauty of the world, so that they may fall in love with Mother Nature again. This appreciation of our planet awakens a deep desire to protect and maintain our environment in every human being," affirms Carina Schiestl-Swarovski, Chairwoman of the Executive Board at SWAROVSKI OPTIK.

Discover nature

Thanks to its 8x magnification, the dG makes it easier to identify birds and animals at longer distances. With the simple push of a button, your observations are transferred to the dG Mammals or Merlin Bird ID app for automatic identification. Your smartphone instantly reveals which animal you have seen.

Treasure moments

The high-quality optics will provide you with some amazing moments. At the touch of a button, the integrated, high-resolution camera (13 MP) allows you to photograph and save your observations. The dG is very easy to use, and all the key functions can be operated via a single button.

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Share the joy

An integrated Wi-Fi hotspot allows several people to follow the live stream of your sightings within a range of 5 meters. And, of course, you can share all your photos and videos on social media via your phone.

Additional information

More details on the dG (digital guide), the user manual, and a video are available on the SWAROVSKI OPTIK website at http://swarovs.ki/dG_video #digitalguide.

High-resolution picture material for the product and application is available to download from <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=4boZdfmUlayU>.

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SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, 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 (2018: 146.3 million euros), with an export ratio of 91%. The company has around 960 employees.

Information & contact details

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APPROACHING DISTANCE: The new Z8i 3.5-28x50 P from SWAROVSKI OPTIK

Responsible hunting over long distances demands an experienced shot. Local knowledge, correct estimations of external influences, personal experience, and the right equipment are key factors that can have a decisive influence on shot accuracy. The latest rifle scope from SWAROVSKI OPTIK is the perfect high-performance companion for challenging hunts. The Z8i 3.5-28x50 P offers excellent detail precision, even over long distances, and will win you over with its limitless versatility. The newest member of the Z8i family will be available from selected retailers from September 2, 2019.

Second to none

While the light weight of the new Z8i (665 g/23.5 oz and 380 mm/15 in long) is a real asset for mountain hunting, the 28x magnification on this rifle scope is superb for longer distances too. The 8x zoom range, outstanding optical display performance, and uncompromising image definition over the entire field of view enable maximum detail recognition at all levels of magnification.

Perfectly designed

Like all Z8i series models, the new Z8i 3.5-28x50 P is characterized by its special features: the slimline 30-mm (1.2-in) central tube blends seamlessly with any hunting firearm. The perfectly ergonomic illumination unit with large operating features make it quick and reliable to handle. The SR mounting rail ensures quick and easy fitting.

Customized

The functional accessories increase the user-friendliness of the new Z8i rifle scope, as well as help protect the device and customize it for each individual hunter. The ballistic turret flex (BTF) can be used as either an elevation or windage turret. 70 tangible clicks help the hunter to set distances precisely. The personalized ballistic ring (PBR) offers even more individuality. The throw lever (TL) makes it quick and easy to adjust the zoom ring. The scope lens protector (SLP) prevents dirt getting into the objective and eyepiece lenses.



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An overview of the Z8i family: six models for different hunting priorities

- The Z8i 0.75-6x20 is ideal for driven hunts. Thanks to VIEWPLUS 0.75x magnification, this rifle scope offers 30% more field of view, while the D-I reticle has been reduced to a single point of focus to enable an unobscured view of the target.
- The Z8i 1-8x24 is the highest performance rifle scope for driven hunting. The 42.5 m (127.5 ft) field of view with a 1x magnification ensures rapid target acquisition.
- The Z8i 1.7-13.3x42 P is a versatile rifle scope offering the compact design you need for driven hunting and stalking.
- The Z8i 2-16x50 P is a real all-rounder, ideal for stalking, as well as hide and driven hunting.
- Thanks to excellent optics, the high-luminosity Z8i 2.3-18x56 P rifle scope produces razor-sharp images even in poor light conditions and at twilight.
- Its 28x magnification makes the Z8i 3.5-28x50 P truly stand out, with extraordinarily high detail precision even over longer distances.

Picture material for press release:

High-resolution picture material can be downloaded at

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=QktHa2RaPHCh>

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Start smart: the dS rifle scope now comes with SR mounting rail

With the dS, SWAROVSKI OPTIK has developed a “smart” rifle scope that provides hunters with the ultimate in high-tech support. It combines the optical quality of conventional sighting-in optics with the key benefits of a digital scope to create an impressive whole. From October 1, 2019, the family-owned company based in the Austrian Tyrol will be expanding its dS family to offer the rifle scope complete with proven SWAROVSKI OPTIK mounting rail (SR).

Merged in perfect unity

Simple, stable, 100% horizontal – the SR mounting rail ensures that your rifle forms a seamless unit with the dS. Depending on the firearm and ammunition, when the shot is fired the equipment is briefly required to withstand the weight of a small car (around 10,000 N or 1 metric ton). It is therefore crucial that a top-quality rifle scope mount provides outstanding stability and shock resistance. The ability to withstand temperature fluctuations is another important criterion.

Integrated digital intelligence

Carina Schiestl-Swarovski, Chairwoman of the Executive Board of SWAROVSKI OPTIK, explains why the company has developed the digital rifle scope: “For us, the dS makes an important contribution to helping hunters hunt responsibly using equipment that pushes the boundaries of the technically possible.” It’s never been easier to concentrate on the essential aspects while hunting. The dS shows not only the correct aiming point, but also the key ballistic data in the head-up display without any distraction and in real time.

Individually configured, intelligently connected

The key benefit for hunters is that the correct aiming point will be displayed automatically straightaway in the rifle scope. When you press the button, the dS measures the exact distance, having factored in the magnification setting, air pressure, temperature, and angle. The high-resolution head-up display provides all the hunting data needed for a successful hunt. The personal ballistic data for your firearm/ammunition combination, determined during sighting in, are also used to calculate the corrected aiming point. The data are input via the dS Configurator app and the calculated ballistic curve is transferred directly to the dS. Exchanging data is simple and straightforward via the Bluetooth® interface.

Picture material for press release

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