



PRESS RELEASE

MIDLAND G7 EVO: KEEPING THE HUNTING TEAM IN TOUCH

Twenty years after the first G7, Midland unveils the third generation of the walkie-talkie trusted by so many hunting teams: Noise Cancelling, vibration alert, two channels under control and up to 23 hours of battery life

Reggio Emilia, October 2026 – Standers, dog handlers, hunt leader: on a driven hunt, communication between team members is a matter of organisation and of safety. For twenty years the **Midland G7** has been a familiar sight in the hunting world, including the camouflage versions developed with Mossy Oak®. Now comes **G7 EVO**: more powerful audio, a **Noise Cancelling** filter, a **vibration alert** and up to **23 hours of battery life**, enough to cover the whole hunting day.

Three generations, one mission. The story began in 2006, when Midland launched the first G7 with its unmistakable "egg-shaped" design: controversial at first, it soon won everyone over thanks to its unrivalled ergonomics. Eight PMR446 channels, ruggedness and reliability were the starting point of an outdoor legend, later joined by the Camo, Blaze and White Storm variants developed with Mossy Oak®. In 2017 came G7 PRO: dual band PMR446/LPD, 85 channels, dual PTT and benchmark battery life made it the ideal companion for the outdoors, airsoft and work. In 2026 it is the turn of G7 EVO, designed for people who live the outdoors to the full.

Compared with G7 PRO: a generational leap. G7 EVO keeps the compact, intuitive DNA of its predecessor, but improves everything that really matters in the field. Audio output rises from 300 to **500 mW**, for volume **up to 40% louder**, while the new receive **Noise Cancelling** filter clears communications of background noise: wind, engines, crowds. Squelch is now adjustable over six levels, and the new **blue backlit LCD display, 30% larger**, ensures perfect readability by day and by night.

Two channels under control, like the professionals. The feature that most changes the way you communicate is the evolution of **Dual Watch**, now truly at your fingertips. G7 EVO monitors **two different channels at the same time** and, thanks to the **quick two-channel control**, lets you reply instantly on the channel the call is coming from, without wasting time changing settings. **Priority channel** management does the rest: the most important communications always come first. It is a feature usually reserved for professional radios, and G7 EVO puts it in everyone's hands. On a hunt, the examples are obvious: the hunt leader listens to the standers' channel and the dog handlers' channel at the same time and replies straight away to whoever is calling; every hunter talks to their own team without missing what the rest of the group is saying.

G7 EVO vs G7 PRO at a glance

	G7 PRO (2017)	G7 EVO (2026)
Channels	85 + 2 Rete Radio Montana	87: 69 LPD + 16 PMR446 + 2 RRM
Audio output	300 mW	500 mW (up to 40% louder)
Noise Cancelling	—	Yes, on receive
Squelch	Fixed	Adjustable, 6 levels
Two-channel management	Dual Watch	Advanced Dual Watch + quick control + priority channel
Display	Green backlit LCD	Blue backlit LCD, 30% larger
Battery	1800 mAh battery pack	Li-Ion 1800 mAh
Battery life	Up to 18 hours	Up to 23 hours
Charging	Dedicated charger, 7 hours	Ultra-fast USB-C: 30 min = 8 hours of use; full charge in 4 hours
Thickness	34 mm	26 mm
Protection	IPX2	IPX4

Ultra-fast charging and 23 hours of battery life. When it comes to power, G7 EVO brings two figures that make a real difference. The first is **ultra-fast USB-C charging**: in just **30 minutes** the battery already provides **8 hours of use**, the time for a coffee before setting off, and the radio is ready for a hike, a hunt or a work shift. The second is battery life itself: with a full charge, which takes 4 hours compared with 7 for G7 PRO, the new **1800 mAh Li-Ion** battery delivers **up to 23 hours of battery life**, five more than its predecessor. And thanks to the USB-C standard, G7 EVO charges anywhere: from a power bank, in the car or from a phone charger.

Slimmer, tougher, always ready. At just **26 mm deep**, compared with 34 mm for G7 PRO, G7 EVO is the slimmest G7 ever and disappears into a pocket or onto a belt thanks to its spring clip. Protection rises to **IPX4**, so rain and splashes are no problem. All the features users know and love remain: **87 channels** (69 LPD, 16 PMR446 and 2 dedicated to the Rete Radio Montana mountain network), range **up to 12 km**, 6-level VOX, SCAN, Monitor, Roger Beep and vibration alert, all licence-free.

Designed for the team. IPX4 protection against rain and splashes, 26 mm thin to fit in a jacket pocket or on a belt with the spring clip, 6-level VOX for hands-free communication with an earpiece: G7 EVO is designed for wild boar hunting teams, stalkers, gun dog handlers and anyone who heads into the woods as a group. Because clear communication between the stands is part of safety on the hunt.

G7 EVO comes in the **Twin Black (C1705)** pack, which includes everything you need to get going straight away: two G7 EVO transceivers, two 1800 mAh Li-Ion batteries, a USB-C dual desktop charger, a USB-C/USB-C cable and a USB-C/USB-A adapter.

Launch offer. The twin G7 EVO walkie-talkie pack is available at **€179 including VAT** and comes with **free MA31 L PRO** air-tube earpieces: worth **over €50**, for discreet, comfortable communication even in the most demanding situations.



Availability. Midland G7 EVO is available **from leading retail chains and specialist stores across Europe** and online on the official website **www.midlandeurope.com**.

With G7 EVO, Midland celebrates twenty years of one of its most iconic product lines and renews its long-standing mission: keeping you connected, always, everywhere. Even in the woods. **More power, more clarity, more freedom: the new standard in portable communication.**

Images and information:

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<https://www.midlandeurope.com/>

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MIDLAND

Founded in 1959, Midland has been designing and manufacturing products for communication on the move for over 60 years. The Group, headquartered in Reggio Emilia, has an Italian heart and operates in more than 90 countries worldwide through 15 European and non-European subsidiaries. Midland is the largest manufacturer of mobile communication devices by number and type: devices for truck drivers, campervan travellers, motorcyclists and hiking enthusiasts. Midland communication systems make every experience complete, enjoyable and, above all, safe.

Midland created the iconic CB radio that defined the 1980s, a forerunner of social media; Midland made the world's first LPD walkie-talkie; and it was Midland that brought the first bike-to-bike motorcycle intercom to market in 2008. **Innovation in communication on the move, always.**