PRESS RELEASE

&BEYOND AND SWAROVSKI OPTIK BRING SMART WILDLIFE DISCOVERY TO THE LUXURY SAFARI EXPERIENCE

New collaboration enhances mammal identification for the AX Visio smart binoculars, combining &Beyond's safari expertise with SWAROVSKI OPTIK technology. Guests at the newly reimagined &Beyond Phinda Vlei Lodge in South Africa will be among the first to experience this new feature in the field.

September 2026 – A new collaboration between **andBeyond and SWAROVSKI OPTIK** is bringing a new layer of discovery to the luxury safari experience. United by a shared ambition to inspire a deeper connection with nature and contribute to its protection, the two companies have worked together to further enhance the mammal identification capabilities of the **SWAROVSKI OPTIK AX Visio smart binoculars**.

As part of the collaboration, andBeyond provided several thousand labelled wildlife images, predominantly from Southern Africa, to support the ongoing development of the AX Visio mammal identification model. These included camera-trap images collected through Harmony with Wildlife, a programme enabled by andBeyond's longstanding conservation and community development partner, Wild Impact. The imagery included species that are rarely encountered and particularly difficult to photograph, contributing valuable real-world data to the recognition model. The result is an enhanced identification experience designed for wildlife observation in the field. With a single push of a button, guests can identify mammals more intuitively, supported by automated focusing and an improved recognition model. In recognition of this contribution, SWAROVSKI OPTIK has directly supported the Harmony with Wildlife initiative, helping to expand wildlife monitoring and human-wildlife coexistence efforts in the Munywana Conservancy and Okavango Delta. This collaboration demonstrates how conservation-generated knowledge can both inform technological innovation and advance positive impact.

Technology complements the safari experience

For andBeyond, smart devices are designed to complement rather than replace one of the defining elements of safari: the expertise of an exceptional guide. andBeyond guides offer deep knowledge of wildlife behavior and conservation while also being able to read the terrain in a highly personal way. The AX Visio adds an optional layer of information, allowing guests to identify species or document an encounter independently.

"The most memorable safari experiences come from understanding what you are seeing, rather than from mere observation," says Nicole Roboinson, Chief Marketing Officer, andBeyond. "Our guides remain at the heart of that experience. High-tech gear, such as the AX Visio, can add another dimension by allowing out guests to confirm the guides identification and seamlessly record what they are seeing without distracting from the sighting."

For SWAROVSKI OPTIK, the collaboration provides access to expertise and image material generated in exactly the environments where the technology is used.

"Working with &Beyond allows us to combine smart optics with genuine field expertise," says Paul Churchill, Chief Marketing and Sales Officer, SWAROVSKI OPTIK. "The aim is to make identification more intuitive while ensuring that technology enhances the experience of nature rather than distracting from it."

Guests will have the opportunity to trial the AX Visio at andBeyond Phinda Vlei Lodge in South Africa's KwaZulu-Natal province, where three units will be available for use during their stay. Reopened in July 2026 following an extensive refurbishment, this intimate six-suite lodge invites guests to experience a safari that comes to them. Nestled on the edge of rare sand forest and overlooking an open vlei, the lodge offers a secluded retreat where wildlife is naturally drawn to the water and open grasslands, bringing extraordinary encounters remarkably close. Set within &Beyond Phinda Private Game Reserve, home to the Big Five, cheetah, black rhino and an abundance of lesser-known species, Phinda Vlei offers a compelling setting for this collaboration. Here, expert interpretation, highly personalised hospitality and innovative smart optics come together, offering guests the opportunity to observe the finer details of the natural world and feel even more closely connected to the wilderness around them.

A shared commitment to nature

The collaboration builds on a long-standing partnership between andBeyond and SWAROVSKI OPTIK, rooted in a shared belief that meaningful encounters with the natural world can inspire people to love and care for nature. By bringing together field expertise, luxury travel, and advanced optics, both companies aim to create experiences that encourage guests to look more closely, understand more deeply, and connect more meaningfully with the natural world.

ABOUT ANDBEYOND

andBeyond creates luxury adventures in irreplaceable and beautiful wild places in Africa, Asia, South America and Antarctica. With an extensive portfolio of lodges, camps and yachts, we curate immersive experiences that connect guests to the beauty, culture and spirit of each destination—ensuring that every journey is profoundly meaningful and leaves a lasting impact. We blend exceptional comfort with unparalleled adventure—grounded in a conservation model that protects what matters most. It's how we redefine what it means to explore with purpose

ABOUT 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 sport optics equipment of the highest precision. The company's success is based on its continual drive for innovation, the exceptional quality and trusted reliability of its products, and their intuitively functional and aesthetic design. A deep appreciation of nature is an inherent part of the company philosophy and

is reflected in its environmentally friendly production methods and long-standing commitment to nature conservation projects around the world.

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