



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.

"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>.

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

SWAROVSKIOPTIK.COM

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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