

## PRESS RELEASE

Swarovski-Optik AG & Co KG.  
Absam, January 8, 2024



### **AX Visio – Beyond Seeing SWAROVSKI OPTIK launches the world's first smart binoculars**

*To mark the company's 75th anniversary, SWAROVSKI OPTIK, the world-leading sports optics manufacturer, is beginning 2024 with a technological sensation. The AX Visio are the world's first AI-supported binoculars and a perfect symbiosis of high-performance analog long-range optics and digital intelligence. At the touch of a button, they assist with the identification of birds and other creatures, allow discoveries to be shared, and offer a wide range of practical extra functions. The world-famous industrial designer Marc Newson is responsible for the design. With these binoculars, SWAROVSKI OPTIK is introducing the future of nature observation. The official launch of the AX Visio will take place on January 8, 2024 at the CES in Las Vegas, the world's largest event for digital technologies. From February 1, 2024, the AX Visio will be available from selected retailers and online at [swarovskioptik.com](http://swarovskioptik.com).*

"In the seven decades of our existence, we have developed a deep understanding of our consumers' requirements in the hunting, birdwatching, and outdoor target groups. We leverage our know-how and cutting-edge production technologies to offer optimum technological solutions for each area of application. The integration of digital components and functions in our products brings significant added value", explained Stefan Schwarz, CEO of SWAROVSKI OPTIK, at the product presentation.

#### **Observe – Identify – Discover**

The AX Visio 10x32 adds new dimensions to natural experiences with numerous functions: intelligent technology combined with high-precision analog optics in SWAROVISION quality assist with real-time identification of more than 9,000 birds and other wildlife. The integrated camera captures photos and videos. These can then be immediately managed and shared with a connected smartphone using the associated SWAROVSKI OPTIK Outdoor App. The "Share discoveries" function is another exciting development that allows users to guide another person to the observed object using arrow markers in the display. "The AX Visio's added value for users consists of a real viewing experience that is enhanced with digital input", emphasized Andreas Gerke, Chief Technology and Operations Officer at SWAROVSKI OPTIK.

#### **Smart and sustainable**

Around five years have been invested in the development and construction of the AX Visio. The result is binoculars consisting of approximately 390 hardware parts. The intelligent core of the AX Visio is its integrated operating and object-recognition system. A Neural Processing Unit (NPU) ensures exceptionally fast processing of relevant information for object recognition. The SWAROVSKI OPTIK Outdoor App allows users to manage and share images. All device settings and future updates are also carried out in the app. The AX Visio concept ensures a product life cycle for the device over many years. "The analog components of the device, such as the optics and housing, comply with our sustainable SWAROVSKI OPTIK quality standards. The performance of the digital features is regularly updated and enhanced through regular system and function updates. An open programming interface gives creative external providers the opportunity to expand the AX Visio with new functionalities. Our aim is to promote an innovative system that continuously develops and meets users' needs for enhanced vision and more information as effectively as possible", continued Andreas Gerke.

## Made by SWAROVSKI OPTIK

The AX Visio is produced with a very high degree of vertical integration at SWAROVSKI OPTIK's main site in Absam, Austria. For CEO Stefan Schwarz, this is an important USP: "We can draw on 75 years of experience and expertise in the development and production of high-precision sport optics. We combine this know-how and our expertise in the field of electronics with digital intelligence at our production site in the heart of Europe to create a new, pioneering product. The AX Visio is not only a flagship project with which we are demonstrating SWAROVSKI OPTIK's technological leadership in the sport optics market, but it also marks the beginning of a new technological era for us.

## Design by Marc Newson

The distinctive design for the AX Visio binoculars was created by Marc Newson, a world-famous industrial designer, in collaboration with SWAROVSKI OPTIK. His key priorities included ensuring a modern appearance and intuitive handling for the smart binoculars, combined with an ergonomic design that feels comfortable to hold. Following on from the CL Curio, the AX Visio are now the second SWAROVSKI OPTIK binoculars to owe their perfect form to the Australian-born designer.

**More information about the AX Visio:** <https://swarop.tk/jd5>

## High-resolution picture material:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=POzMjwzO4NAG>

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## 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 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 2022 was 216.4 million euros (2021: 210.4 million euros), with an export ratio of 90%. The company has over 1,000 employees worldwide.

## About Marc Newson

Marc Newson has been described as one of the most influential designers of his generation. Born in Sydney, Australia, he has lived and worked in Japan, France, and the United Kingdom, where he currently resides. He has worked with brands such as Ferrari, Apple and Louis Vuitton and is responsible for some of the most iconic contemporary design pieces. Marc Newson has received numerous awards and accolades, including a CBE by Her Majesty Queen Elizabeth II.

## Information

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