

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, January 14, 2021



dS Gen. II and EL Range TA

SWAROVSKI OPTIK focuses on digital intelligence

Technology is transforming every area of our daily lives – and hunting is no exception. New technology is supporting hunters and provides additional security at moments of peak tension and concentration. In 2021, SWAROVSKI OPTIK is focusing on digital intelligence in its hunting products. The Tyrol-based family-run company is starting the new year with two innovations: the EL Range TA binoculars and the dS 5-25x52 P Gen. II rifle scope.

According to SWAROVSKI OPTIK, “Digital technology provides unprecedented accuracy when shooting at long range or in tough conditions. In combination with the skill of the hunter, it makes it easier to stay totally focused, even in challenging situations. We see this as an important contribution to ensuring responsible hunting at all times.” Nevertheless, this kind of shooting is still very challenging and emphasizes the need for hunters to take personal responsibility when deciding between what is technically possible and what is ethically acceptable.

EL Range with Tracking Assistant (TA) – ground-breaking precision

The EL Range has been the companion of choice for discerning hunters since 2011. Ten years after its launch, SWAROVSKI OPTIK now presents the EL Range with Tracking Assistant (TA), a new top-of-the-range binocular that seamlessly combines SWAROVISION technology with digital intelligence.

The EL Range TA delivers razor-sharp images with precise distance and angle measurement, with a measurement range of 10 to 2,000 meters (10.9 to 2,187 yds). The intelligent binoculars can be individually configured using a smartphone app and customized with the hunter’s own ballistics data. Shot accuracy is ensured by factoring in atmospheric data such as air pressure and temperature, and by displaying the adjusted shooting distance and the clicks needed on the ballistic turret of a SWAROVSKI OPTIK rifle scope.

The new Tracking Assistant is a revolutionary new feature that helps hunters to locate the target area, particularly in difficult terrain. The program works via the EL Range Configurator app on the EL Range TA or on a smartphone.

The EL Range TA will be available from February 1, 2021 from selected specialist retailers and online at swarovskioptik.com. For a detailed description of the new EL Range TA and all technical data visit <http://swarovs.ki/ly~D>.

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dS 5-25x52 P Gen. II – smart and individual

With the dS 5-25x52 P Gen. II, SWAROVSKI OPTIK is launching a new rifle scope that, like its predecessor, combines the optical quality of conventional sighting-in optics with the key benefits of a digital scope to create an impressive whole. The scope calculates the correct aiming point at the touch of a button, taking into account the distance, air pressure, temperature, angle, magnification and personal ballistics data.

It is now possible to customize the hunting-related data on the high-resolution display using the dS Configurator app, for example the hunter can display six different digital reticles. Hunters can select which particular parameters (e.g. wind speed, bullet velocity, knock-down power) they want to see on the display, along with their position. Elements such as windage marks and the new alignment indicator can be switched on and off. The reticle illumination also has new features. To ensure the best possible visibility during use, the dS automatically selects between three brightness levels based on the ambient brightness.

The design has also been enhanced, and the battery turret is now slimmer than its predecessor. The cockpit controls are more ergonomic and the bigger gap between the cockpit and the magnification adjustment ring makes it even easier to operate the rifle scope when aiming.

The dS 5-25x52 P Gen. II will be available from March 30, 2021 at selected specialist retailers. For a detailed description of the new dS 5-25x52 P Gen. II rifle scope and all technical data visit <http://swarovs.ki/QF~D>

Visual material:

High-resolution picture material can be downloaded at <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=ZQctg8UqcE6V>

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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 2019 was 158.7 million euros (2018: 156.3 million euros), with an export ratio of 91%. The company has around 980 employees.

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