



PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, August 5, 2024

Simple – flexible – on target **SWAROVSKI OPTIK extends its t-line with two new devices**

In August 2024, SWAROVSKI OPTIK, a world-leading manufacturer of sports optics from Austria, is extending its t-line with two new devices. Both the tM 35.2 and the tM 35+ are an observation and thermal imaging clip-on device in one. Each product is characterized by its user-friendly operation, compact design, and very flexible use. In comparison with the first generation, the successors impress with features including optimum image quality with very low latency. The tM 35.2 and the tM 35+ will be available from August 22, 2024 from authorized SWAROVSKI OPTIK specialist retailers.

For its thermal imaging products, the Tyrolean family-owned company combines optical and mechanical know-how, perfected over decades, with digital thermal imaging technology. The result is a premium 2-in-1 thermal imaging clip-on device and observation device with a harmonious design that perfectly meets the requirements of demanding hunters and provides reliable support for ethical hunting. “When designing our thermal imaging devices, we follow an approach that aims to offer the best complete package – from product to service. The digital components and functions used in the t-line represent significant added value in use. The core components have been sourced from suppliers in Europe and the USA,” explains Stefan Schwarz, CEO of SWAROVSKI OPTIK.

tM 35.2 – the ideal thermal imaging clip-on device

The tM 35.2 offers absolute flexibility as both an observation and a thermal imaging clip-on device. It transforms all SWAROVSKI OPTIK rifle scope models from the dS, Z8i, Z6i, Z5(i), and Z3 series, as well as the Kahles Helia series, into thermal-imaging rifle scopes. Together with the tMA or tMA+ clamp adapter (available as an accessory), the result is a reliable, complete system that requires no further sighting in.

tM 35+ – with extra-large field of view

The compact and ergonomic tM 35+ impresses with its large field of view of 21.6/100 meters (23.6/100 yards). As an observation device, it offers 2x magnification. These features allow far easier tracking, observing, and spotting of game at twilight and at greater distances. As a thermal imaging clip-on device with 1x optical magnification, it guarantees a 100% reliable point of impact when combined with SWAROVSKI OPTIK or Kahles Helia rifle scopes and the appropriate clamp adapter.

Intuitive handling was a key focus in the development of the two thermal-imaging devices: simply pressing the button is enough to activate them for the entire hunting session. The intelligent SWAROLIGHT automatic switch-on/off timer allows the devices to be activated quickly and silently from sleep mode. Adjustment of the brightness on the display to the prevailing light conditions is also automatic. All these features reduce distracting movements to a minimum.



SWAROVSKI
OPTIK

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, August 5, 2024

More information about the tM 35.2 and tM 35+ from SWAROVSKI OPTIK:

<https://swarop.tk/thermal-imaging>.

Visual material

High-resolution picture material for the product and application is available to download [here](#) .

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=3Jw6NvXWtAkx>

The product name is shown in the title.

Copyright: SWAROVSKI OPTIK, printing free of charge

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.

Information & contact details

Kathrin Puelacher

PR Manager

Daniel-Swarovski-Straße 70

6067 Absam, Austria

Cell phone: +43 (0) 664 / 625 58 68

kathrin.puelacher@swarovskioptik.com

SWAROVSKIOPTIK.COM