



## PRESS RELEASE

SWAROVSKI OPTIK KG  
Absam, October 1, 2019

### **Start smart: the dS rifle scope now comes with SR mounting rail**

With the dS, SWAROVSKI OPTIK has developed a “smart” rifle scope that provides hunters with the ultimate in high-tech support. It combines the optical quality of conventional sighting-in optics with the key benefits of a digital scope to create an impressive whole. From October 1, 2019, the family-owned company based in the Austrian Tyrol will be expanding its dS family to offer the rifle scope complete with proven SWAROVSKI OPTIK mounting rail (SR).

#### **Merged in perfect unity**

Simple, stable, 100% horizontal – the SR mounting rail ensures that your rifle forms a seamless unit with the dS. Depending on the firearm and ammunition, when the shot is fired the equipment is briefly required to withstand the weight of a small car (around 10,000 N or 1 metric ton). It is therefore crucial that a top-quality rifle scope mount provides outstanding stability and shock resistance. The ability to withstand temperature fluctuations is another important criterion.

#### **Integrated digital intelligence**

Carina Schiestl-Swarovski, Chairwoman of the Executive Board of SWAROVSKI OPTIK, explains why the company has developed the digital rifle scope: “For us, the dS makes an important contribution to helping hunters hunt responsibly using equipment that pushes the boundaries of the technically possible.” It’s never been easier to concentrate on the essential aspects while hunting. The dS shows not only the correct aiming point, but also the key ballistic data in the head-up display without any distraction and in real time.

#### **Individually configured, intelligently connected**

The key benefit for hunters is that the correct aiming point will be displayed automatically straightaway in the rifle scope. When you press the button, the dS measures the exact distance, having factored in the magnification setting, air pressure, temperature, and angle. The high-resolution head-up display provides all the hunting data needed for a successful hunt. The personal ballistic data for your firearm/ammunition combination, determined during sighting in, are also used to calculate the corrected aiming point. The data are input via the dS Configurator app and the calculated ballistic curve is transferred directly to the dS. Exchanging data is simple and straightforward via the Bluetooth® interface.

#### **Picture material for press release**



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High-resolution picture material for the product and application is available to download from <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=y8BGMsmW1rRS>.

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SEE THE UNSEEN.

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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 2018 was 156.3 million euros (2017: 146 million euros), with an export ratio of 91%. The company has around 960 employees.

### Information & contact details

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