

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, September 10, 2020

SWAROVSKI OPTIK: Greatness in the smallest detail The new 115-mm objective module is the first of its kind.

An ingenious system: SWAROVSKI OPTIK once again underlines its pioneering role in high-precision, long-range optics by adding a true masterpiece to its modular spotting scope system. The 115-mm objective module is the largest of its kind for wildlife watching. The Tyrolean family business is the first sports optics manufacturer to produce lenses of this size in its own factories. From October 1, 2020, the new 115-mm objective module will be available at selected retailers and online at swarovskioptik.com.

IT'S ALL IN THE DETAIL

One of the most outstanding features of the 115-mm is its extreme limiting resolution. This makes the objective module a must-have for wildlife observers who seek to pick out the tiniest details and features.

MAXIMIZE YOUR DAY

Compared to the 95-mm objective module, the large objective lens diameter brings over 45% more light to the eye of the observer. This increased brightness is especially noticeable at dawn and dusk – bringing some spectacular sightings. The 115-mm objective module really comes into its own in low light, allowing you to discover nature's many amazing facets in their true colors.

TOTAL FLEXIBILITY

The 115-mm objective lens is part of an extremely versatile spotting scope system consisting of various modules. Three different eyepieces (ATX/STX/BTX) can be combined with four different objective lenses (65/85/95/115 mm), allowing you to adapt to every observation scenario. Detail recognition at crucial moments thanks to SWAROVISION technology and total ease of use ensure fascinating experiences in the great outdoors. Another advantage of the modular design is that the objective lens and eyepiece components can be stored separately. Their small dimensions mean that the individual components can be easily and safely transported – perhaps in the new SWAROVSKI OPTIK backpack? Available from November 2020, it is the ideal bag for hikers and birders thanks to its compact size and innovative versatility.

MADE IN TYROL

Making a lens with an effective diameter of 115 mm is a major challenge. It takes a wealth of knowledge and experience to ensure the perfect combination of maximum optical precision and mechanical design while applying state-of-the-art technology. Manufacturing tolerances are in the single-digit micrometer range. The lens is manufactured in Absam, Tyrol, in line with SWAROVSKI OPTIK's usual high quality standards.

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, September 10, 2020

Technical data on the product and prices are available at <http://swarovs.ki/gr~D>.

Find out more about the **modular spotting scope system** from SWAROVSKI OPTIK: <http://swarovs.ki/!r~D>

Visual material

High-resolution picture material for the product and application is available to download from <http://images.swarovskioptik.com/>

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

Information & contact details

Kathrin Puelacher
PR Manager
Daniel-Swarovski-Straße 70
6067 Absam, Austria
Tel. +43 (0) 5223 / 511 6367
Cell phone: +43 (0) 664 / 625 58 68
kathrin.puelacher@swarovskioptik.com
SWAROVSKIOPTIK.COM