

PRESS RELEASE

Swarovski-Optik AG & Co KG.
Absam, February 20, 2025



PRESS EMBARGO until 9 am CET on February 20, 2025

SET YOUR SIGHTS ON THE NIGHT **The new TX Encounter from SWAROVSKI OPTIK**

With the TX Encounter, SWAROVSKI OPTIK is presenting an innovative thermal imaging device, developed specially to meet the needs of modern hunters, at Die Hohe Jagd & Fischerei trade fair in Salzburg. The multifunctional device impresses as both a hand-held and clip-on thermal imaging device for rifle scopes and guarantees uncompromising precision – even in difficult conditions such as darkness, rain, or fog. The TX Encounter will be available at selected retailers from March 2025.

“With the TX Encounter, we are focusing on tech-savvy modern hunters with the highest requirements for precision, flexibility, and user-friendliness. This device combines sophisticated thermal imaging technology with intuitive operation and meets the demands of hunters who appreciate innovative hunting technologies and premium SWAROVSKI OPTIK quality,” explains Thomas Saller, Spokesperson for the Executive Board at SWAROVSKI OPTIK.

Rediscover the darkness

The TX Encounter has been developed to deliver detailed images even in complete darkness. It allows accurate judgement of game – even in poor light or weather conditions. The precise optics and automatic brightness adjustment ensure outstanding and comfortable observation for extended periods of time. In clip-on mode and in combination with a SWAROVSKI OPTIK rifle scope and adapter, the TX Encounter guarantees 100% reliable point of impact with no additional sighting in.

Innovative multimedia functions

Its multimedia functions put the TX Encounter in a class of its own. The photo and video function allows hunters to document unforgettable moments and share them directly in the SWAROVSKI OPTIK Outdoor App. Features such as Recoil Activated Video (RAV) and slow motion allow detailed analysis of hunting situations and offer additional options for recording the hunting experience and evaluating it directly in the integrated gallery function.

Rugged and user-friendly

The automatic switch on/off function (SWAROLIGHT) saves energy and ensures that the device is always ready for use. It also allows pleasantly simple handling in the dark. The battery can be changed quickly, quietly, and intuitively, even in complete darkness.

Delivery contents and accessories

The TX Encounter is supplied with many accessories including two batteries, a battery charger, protective covers, and a practical carrying strap. The tMA quick adapter is an optional special accessory designed to fit the device quickly and securely on the rifle scope. Its intuitive handling allows users to easily switch between different optics, even in challenging conditions. The optional

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RC remote control allows exceptionally comfortable control of the TX Encounter. In clip-on mode, in particular, it ensures flexible and efficient use of the main functions without actually having to touch the device.

More information about the TX Encounter (from February 20, 2025): <https://swarop.tk/bbp>

High-resolution picture material:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=0i240dvNyxoF>

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

SWAROVSKIOPTIK.COM

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.

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