



## PRESS RELEASE

Swarovski-Optik AG & Co KG.  
Absam, January 7, 2025

### **See – Measure – Hit EL Range 42 now with 12x magnification**

*The EL Range from SWAROVSKI OPTIK, a world-leading manufacturer of high-precision sports optics, are the perfect binoculars for discerning hunters. With the EL Range, the Tyrolean family-owned company is launching premium hunting binoculars with 12x magnification and a 42-mm objective lens diameter, combining high-quality analog optics and digital intelligence. SWAROVSKI OPTIK is once again confirming its position as a technological leader in high-precision hunting optics. The EL Range with 12x magnification will be available from January 7, 2025, at selected SWAROVSKI OPTIK specialist dealers and in their online store at [swarovskioptik.com](http://swarovskioptik.com).*

Modern technologies support hunters out in the terrain and provide additional security at moments of peak tension and concentration. To meet these demands, SWAROVSKI OPTIK is using digital intelligence in its hunting products. “By incorporating digital components in our high-quality analog optics, we are offering hunters significant added value in real-life situations. The EL Range 12x42 measures the precise distance, angle, temperature, and air pressure at the touch of a button. These values are applied directly in the personalized ballistics calculation. Combined with the hunter’s own expertise, digital technology makes it possible to remain totally focused, even in challenging situations, and take a precise shot. We believe this makes an important contribution to ensuring that hunting is always carried out in a responsible manner,” explains Thomas Saller, spokesman of the management of SWAROVSKI OPTIK.

#### **Exceptional details in 12x magnification!**

With the EL Range 12x42, SWAROVSKI OPTIK is once again emphasizing its innovation leadership. Users benefit from the 12x magnification, which allows outstanding detail recognition at different distances. The balanced optics concept provides high-contrast images with natural colors and razor-sharp contours. The large field of view from 96 to 1,000 m (105 to 1,094 yds) provides a good overview despite the high magnification. Weighing just 930 g (33 oz) and with a practical wrap-around grip, the EL Range sits perfectly ergonomically in your hand. The optional FRR-42 EL Range 42 forehead rest and the TAs tripod adapter help to keep the EL Range stable and allow effortless observation for long periods of time.

#### **Smart features with the new SWAROVSKI OPTIK Hunting App**

The new SWAROVSKI OPTIK Hunting App allows individual configuration and personalization of the EL Range 12x42 with ballistics data. This app now replaces the previous EL Range Configurator. The coordinates of the last three measurements are stored and displayed in the map function. All data can be viewed in the hunting journal and easily forwarded to third parties. The Tracking Assistant helps hunters to locate the target area, particularly in difficult terrain. This program works on both the EL Range and on a smartphone using the SWAROVSKI OPTIK Hunting App.

The new SWAROVSKI OPTIK Hunting App is compatible with all SWAROVSKI OPTIK rifle scopes as well as with the entire EL Range series.

#### **Always at the ready**

The BH bino harness is the ideal companion for hunters who want easy access to their binoculars at all times while still keeping them protected. Developed for binoculars from 32 mm, this accessory offers



SWAROVSKI  
OPTIK

## PRESS RELEASE

Swarovski-Optik AG & Co KG.  
Absam, January 7, 2025

outstanding comfort. Two additional straps allow optimum adjustment of the harness. But it's not just practical. The harness also impresses with its SWAROVSKI OPTIK design and top-quality materials.

**More information about the new EL Range:** available from January 6 (US) or 7 (EMEA).

<https://swarop.tk/5kx>

**More information about the new SWAROVSKI OPTIK Hunting App:** <https://swarop.tk/2im>

**High-resolution picture material: (LINK)**

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=nVhVUyHP1qeM>

Copyright: SWAROVSKI OPTIK

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](mailto:kathrin.puelacher@swarovskioptik.com)

SWAROVSKIOPTIK.COM