

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 1, 2022



Now also available in orange **EL Range TA with Tracking Assistant**

*Around a year after their launch, SWAROVSKI OPTIK is now offering a color version of its digital binoculars with the **EL Range with Tracking Assistant (TA) in orange**. The new-look top hunting product will be available with 8x and 10x magnification from authorized retailers and on www.swarovskioptik.com from July 1, 2022.*

Measure

The EL Range with Tracking Assistant (TA) is a perfect combination of SWAROVISION technology and digital intelligence. The binoculars provide razor-sharp images with precise range and angle measurement, with a measurement range of 10 to 2,000 meters (10.9 to 2,187 yds). The digital EL also comes with useful additional features including a compass, ballistics calculator, and tracking assistant.

Aim

To tailor the settings of the digital binoculars as closely as possible to your needs, the EL Range Configurator app is recommended. Three personalized ballistics profiles can be configured. The EL Range (TA) considers atmospheric data such as air pressure and temperature to show the hunter the adjusted shooting distance and clicks needed on the ballistic turret, as well as the hold-over/hold-under values.

Find

The Tracking Assistant is a revolutionary new feature that helps hunters to locate the target area, particularly in difficult terrain. The program works directly on the EL Range TA or on a smartphone using the EL Range Configurator app.

Comfort

The FRR forehead rest EL Range is available as an accessory. It provides a stable three-point support to ensure maximum stability and comfort when observing for extended periods.

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A detailed description of the new EL Range TA and all technical data can be found at

<http://swarovs.ki/ly~D> .

A video with setup information can be found here: https://www.youtube.com/watch?v=-k0tzD_fUMk&t=5s

Visual material:

High-resolution picture material can be downloaded at

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

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

www.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 2021 was 210.4 million euros (2020: 163.5 million euros), with an export ratio of 91%. The company has around 1,000 employees worldwide.

Information & contact details

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