

## PRESS RELEASE

Absam, March 26, 2026



### Your eyes in the wild

#### SWAROVSKI OPTIK presents the new CL Companion

*In March 2026, SWAROVSKI OPTIK is launching a new generation of its most popular binoculars for travelers and outdoor enthusiasts. The CL Companion impresses with a compact design, light weight, and intuitive handling. Developed to allow relaxed viewing even over longer periods, the binoculars combine the Tyrolean family-owned company's first-class optics with an ergonomic shape and optimum viewing comfort. They invite nature-loving travelers on an immersive and detailed discovery of their environment, offering even deeper insights into the diversity and beauty of the natural world: whether on a luxury safari, a hike in a national park, or an expedition cruise. The model is available in two magnifications (8x30 and 10x30) and in a choice of three colors: Desert Orange, Mountain Green, and Safari Brown.*

#### **A compact travel companion**

With the new CL Companion, SWAROVSKI OPTIK presents binoculars that offer the quality of a premium product while avoiding any complexity in handling. "SWAROVSKI OPTIK is redefining high-end travel binoculars with the new CL Companion. It combines our proven quality with a modern design and allows travelers to discover details that have previously remained hidden. Thus, the CL Companion is an essential partner for everyone seeking a truly immersive experience of nature on their travels. Its striking colors and shape make it both an expression of individual personality and a reliable companion for outdoor enthusiasts who want to reflect their style in their equipment too," explains Johannes Oberdanner, CEO of SWAROVSKI OPTIK.

#### **For maximum viewing comfort**

The CL Companion offers sharp, high-contrast images with natural color fidelity. The light housing and easy handling make it the ideal partner for outdoor adventurers. With its light weight of just 550 grams (19 oz), its ergonomic shape, and an improved bridge for optimum balance, the CL Companion is very easy to use and fits perfectly in your hand. The generous eye relief and precise twist-in eyecups ensure the largest possible field of view, offering maximum viewing comfort even for beginners and eyeglass wearers.

#### **For different needs**

The two magnifications of the CL Companion models are perfectly tailored to different observation situations: The CL Companion 8x30 is ideal for wide landscapes and dynamic scenes thanks to a large field of view that allows a rapid overview of the scenery and relaxed observation. The CL Companion 10x30 is designed for anyone who wants to identify every detail at longer distances too – its higher magnification brings even faraway subjects impressively close.



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### **Capture the moment with the VPA 2**

The optional VPA 2 (variable phone adapter) also makes it possible to photograph or film sightings using a smartphone. This allows users to instantly capture their personal experiences and share them with others.

Available from specialist retailers and in the SWAROVSKI OPTIK online store from: March 26, 2026

Available models: 8x30 and 10x30

Binocular color options: Desert Orange, Mountain Green, and Safari Brown.

**More information about the CL Companion:** <https://swarop.tk/kxe>

**High-resolution picture material:** <https://swarop.tk/70>

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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 sport optical devices 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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