

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, September 2, 2022



Small, lightweight, and compact!

The new ATC/STC spotting scope from SWAROVSKI OPTIK

When every ounce counts but every detail needs to be discovered, SWAROVSKI OPTIK offers the ideal solution with its new ATC/STC spotting scope. It will be available in three different versions from October 3, 2022.

“With the ATC/STC, we are reaching out to all those whose passion for nature takes them into rough terrain or remote areas. The priorities for this target group include a small pack size and a light weight with no compromise on optics,” explains Stefan Hämmerle, Chief Marketing & Sales Officer, Member of the Executive Board at SWAROVSKI OPTIK.

Big performance in a small package

With a length of 258 mm/285 mm (10.2 in/11.2 in), the ATC/STC is smaller than a sheet of A4 paper. Its light weight of 970 g/980 g (34.2 oz/34.6 oz) also makes it a perfect companion for demanding activities and long trips. One of the biggest challenges for the product developers at the Tyrolean family company was incorporating high optical performance in this compact design. Stefan Hämmerle explains how this was achieved: “Packing optical perfection into a small product calls for huge efforts from our optical calculators and designers. They had to push the boundaries of physics to their limits for the ATC/STC. The result is amazing.”

User-friendly operation

But the ATC/STC impresses with more than its outstanding SWAROVISION quality optics. Its practical ease of use is another clear benefit. A half shell allows the spotting scope to be positioned stably on a surface even without a tripod, and allows unimpeded turning of the focusing and turning wheel at all times. A carrying strap is supplied with the spotting scope.

Compatible with the VPA

Like most SWAROVSKI OPTIK observation optics, the new compact spotting scope can be easily connected to a smartphone using the variable phone adapter (VPA). This makes it possible to immediately capture observations on camera.

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The ATC/STC (17-40x56) is available in three versions: with angled view (ATC) in either green or Burnt Orange, and with straight view (STC) in green. The ATC/STC is produced as a single unit and cannot be separated into eyepiece and objective modules. A detailed description of the new ATC/STC spotting scopes and all technical data can be found at <https://swarovs.ki/YX9D>.

Visual material:

High-resolution picture material can be downloaded at <https://mam.swarovski.com/pinaccess/showpin.do?pinCode=BEugkbsohAQm>.

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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