

PRESS RELEASE

Swarovski-Optik AG & Co KG.
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MY Junior from SWAROVSKI OPTIK **The perfect companion for the next generation of nature lovers**

For 75 years, SWAROVSKI OPTIK binoculars have been accompanying generations of nature lovers on their outdoor expeditions. With the new MY Junior binoculars, the Tyrolean family-owned company has launched the first high-quality children's binoculars. The optical device has been specially tailored to the needs of children from 6 to 14 years of age. MY Junior will be available from May 2024 in selected retailers, in the SWAROVSKI OPTIK Shop in Wattens, and on swarovskioptik.com.

“Since our company was founded in 1949, love of nature and our customers’ wishes have been important sources of inspiration for innovative new products. With our first high-quality children’s binoculars, we now want to inspire young people to discover nature. Our aim is also to help heighten the next generation’s awareness of the need to protect the beauty of our natural world. We are proud that we have once again succeeded in launching binoculars which currently have no comparable rivals on the market,” says Stefan Schwarz, CEO of SWAROVSKI OPTIK, commenting on the new MY Junior.

Making detailed exploration child’s play

Special consideration was given to the needs of users from 6 to 14 years of age in the creation of the MY Junior binoculars: from their colorful design in glacier blue or jungle green to their very easy operation with a large field of view, and child-friendly instructions featuring an illustrated hawk.

With the MY JUNIOR binoculars, children can see subjects 7 times closer than with the naked eye. The 28 mm objective lens diameter captures enough light to observe well into the evening. Weighing just 480 g (16.9 oz), the MY JUNIOR binoculars are exceptionally light. The binoculars are also supplied with a practical bag. As well as the binoculars, the bag has space to carry the Nature Notes – the MY Junior notebook that allows young adventurers to record all their discoveries..

Cool accessories

For anyone wishing to capture their observations as photos and videos too, the MY Junior binoculars are compatible with the SWAROVSKI OPTIK VPA 2 variable phone adapter. As the perfect complementary attire for MY Junior, the long-range optics manufacturer has recently introduced children’s T-shirts and caps in a design coordinating with the binoculars.

75 years of SWAROVSKI OPTIK – We are celebrating nature. As we have for generations.

For 75 years, SWAROVSKI OPTIK has been producing products that allow people to focus on the beauty of nature. Throughout its history, the company has made sustainable decisions with foresight to maintain the balance of ecosystems and ensure the continuity of future generations. From the very beginning, the Tyrolean family-owned company has demonstrated and passed on its great love of nature.

In its anniversary year of 2024, under the motto of “Generation Nature”, SWAROVSKI OPTIK is calling on all those who share this special enthusiasm for Mother Earth, regardless of age, interests, and national borders. For more information: https://swarop.tk/generation_nature
#generationnature #swarovskioptik

More information about My Junior: [MY Junior 7x28 \(swarovskioptik.com\)](https://swarovskioptik.com)

High-resolution picture material:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=raC2ap3lkzKI>

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. The turnover in 2022 was 197 million euro and the export ratio 90%. The company has around 1,100 employees worldwide.

Information & contact details

Kathrin Puelacher, PR Manager

Cell phone: +43 (0) 664 / 625 58 68

kathrin.puelacher@swarovskioptik.com

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