



**EXPERIENCE THE PROOF
THROUGH PERFORMANCE**

Built on a commitment to deliver an unparalleled view of the world. For seven decades, Bushnell has led the way. Developing advancements, redefining categories and instilling confidence in generations to find what they seek. We brought binoculars to the masses and invented the laser rangefinder category. All with an never-ending commitment to lead with unrivaled clarity, durability and technology.

CLARITY

DURABILITY

TECHNOLOGY



CLARITY

BRILLIANT CLARITY IN ANY CONDITION

The hunt for high resolution and vibrant contrast defines everything we do. No matter the light conditions our products continually perform. We create the clearest image by minimizing light dispersion and maximizing light transmission. That proficiency is due to forward-thinking engineering, high quality glass and our exclusive coatings.



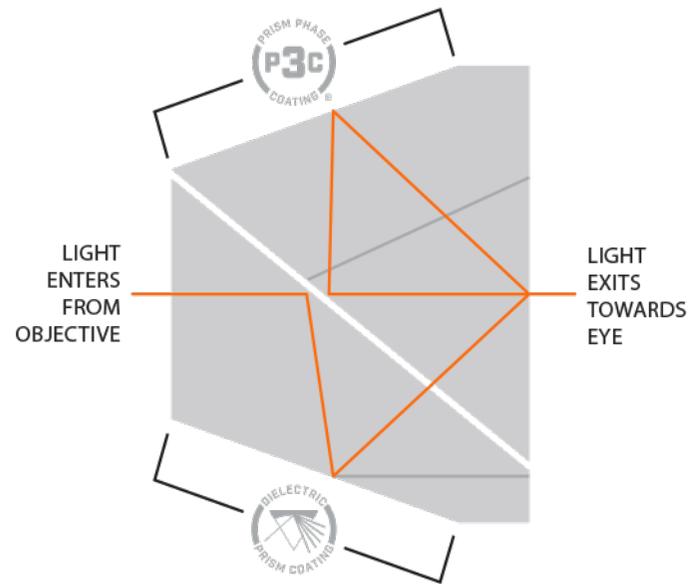
ED PRIME GLASS

The ultra-low dispersion glass allows the visible colors of the spectrum to focus at virtually the same point—unlike ordinary lens surfaces. This helps provide improved color resolution and contrast, eliminates chromatic aberration and color-fringing and brings out detail even under low-light conditions. Allowing you to see clearer and brighter.



PC3 PHASE COATING

Our exclusive PC3 Phase Coating is applied to bring each image into sync after it has been halved and rejoined once it has been previously split in a roof prism optical system.



DIELECTRIC PRISM COATING

Dielectric coating on the prisms improves reflectance to greater than 90 percent. The result is a deeper, richer and more reproducible color images.



ULTRA WIDE BANDCOATING

This anti-reflection coating process that is customized for every lens element in the optical path, in order to allow the best possible light from the front glass all the way back to the eyepiece. The result is maximum brightness and true color across the light spectrum.



LEAD-FREE GLASS

To make a positive contribution to the lands we love, our glass lenses and prisms feature lead-free glass. By using enviro-friendly materials, we're not only helping you see the world in stunning clarity—we're doing our part to keep it beautiful.



XTR TECHNOLOGY

Our exclusive XTR technology utilizes 60 layers of coatings on each prism that conserves, harnesses and optimizes the available light. XTR delivers a world-leading 99.73 percent light transmission per lens for a combined light transmission of 90 percent.





FULLY MULTI-COATED OPTICS

All air-to-glass surfaces feature multiple layers of anti-reflective coating. Fully multi-coated optical systems deliver the brightest, highest-contrast images with the least amount of eye strain because only a very small percentage of light is lost before it reaches the viewer's eye.



UNMATCHED DURABILITY PROVEN IN THE WORLD'S MOST EXTREME CONDITIONS

If it isn't reliable, the optical performance means nothing. That's why Bushnell products are not only built to perform, they're built to last. It starts with uncompromising design and development. To build the exterior, we select the most premium materials for every application to ensure incredible durability. Then we purge the optic with either argon or nitrogen gas for maximum dryness—leaving no trace of water, fog or other outside material. Once it's built to our standards, we evaluate them beyond typical industry testing because there's a chance you may use our product the same way. When it comes to a durable product, we leave no stones left unturned.

PREMIUM DESIGN AND MATERIALS

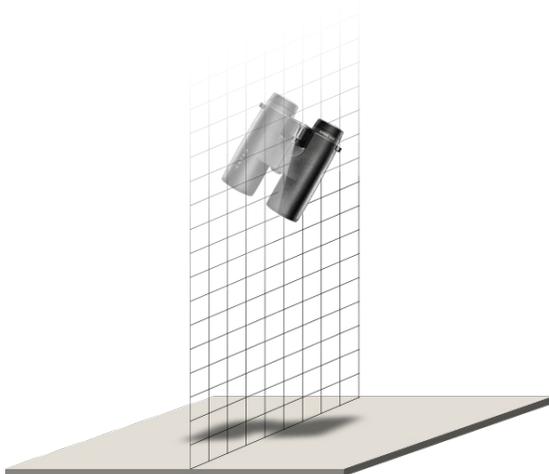
When it comes to safeguarding the clarity of your optic, we don't cut any corners. We surround the glass with high quality protection like ultra-durable T6 Aircraft Quality Aluminum, strong and lightweight magnesium, non-slip rubber armor or heavy-duty polymer. High quality ergonomic design means maximum comfort and not having to tap the turret to lock in an adjustment.





ARGON PURGED

Argon purging is a more effective purging method than traditional nitrogen. Argon has a higher gravity, delivering a more complete seal. This provides ultimate water- and- fogproofing while helping keep your glass clean and firmly in place. It will withstand complete immersion in water or whatever the harshest environments can throw at it.



NITROGEN PURGED

O-ring sealed and nitrogen-purged for total waterproof and fogproof protection, nitrogen-purged products can withstand complete immersion in water and stay dry inside. The interior optical surfaces won't fog due to rapid temperature change or humidity.

PROVEN BEYOND STANDARDS

Before you can test the durability, all of our products are put through the ringer in a series of rigorous tests. We drop them, scratch-test the lenses, submerge them under hot and cold water for hours, test the recoil hundreds of times over—and that's just a start. Once the optic passes our tests, it's ready for yours.



TECHNOLOGY

A PEERLESS LEGACY OF TECHNOLOGICAL BREAKTHROUGHS

Brilliance is something that must be pursued, so that's what we do. We continually push ourselves to develop the next leap forward in optics. It's a passion that leads us to continually pursue the unknown. To explore and create new technologies and products. This passion for creating revolutionary innovations is what led us to invent the laser rangefinder category. And it's what drives us each and every day. Our impact on optics has and always will shape the sight of the world to come.



RAINGUARD® HD

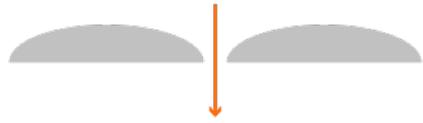
The only state-of-the-art, patented and proprietary hydrophobic and oleophobic lens coating keeps water, fog and oily fingerprints from wrecking your vision. Water drops from rain, snow, sleet and even your own breath bead up into much smaller droplets that scatter less light. Ensuring that you never miss your moment.

To see which optic performed best when wet, we submerged both Bushnell and the competition in cold water before looking through the lens. The result was clear: Bushnell's Rainguard® HD lets you see more, no matter what nature throws your way.

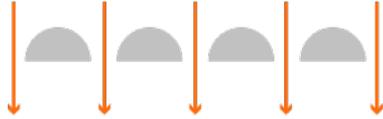


EXO BARRIER™

EXO Barrier, quite simply, is the best protective lens coating technology Bushnell has ever developed. Added at the end of the coating



**WITHOUT EXO BARRIER:
LIGHT IS MOSTLY BLOCKED BY
WIDE, FLAT DROPLETS CAUSING
DISTORTED IMAGES.**



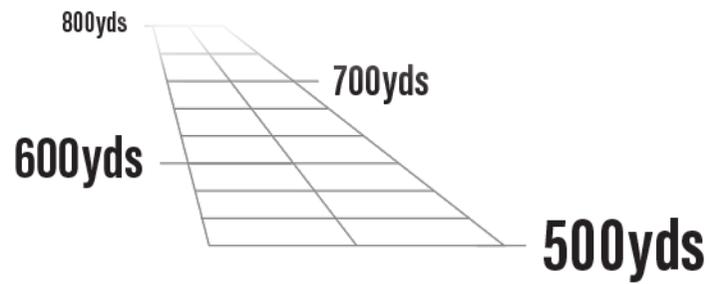
**WITH EXO BARRIER:
LIGHT HAS MORE SPACE TO
TRAVEL THROUGH THANKS
TO SMALL, TALL DROPLETS.**

process, EXO Barrier molecularly bonds to the lens and fills microscopic pores in the glass. The result is an ultra-slick coating that repels water, oil, fog, dust and debris -- rain, snow, fingerprints and dirt will not stick. EXO Barrier is built to last: the bonded coating will not fade from the passage of time or normal wear and tear.

VIVID DISPLAY TECHNOLOGY

Created specifically for our premium rangefinder, this optical enhancement dramatically improves contrast, clarity and light transmission. All while increasing the brightness of digital readout information for rapid, positive identification in every lighting condition.





VARIABLE SIGHT-IN (VSI)

With VSI, the rifle mode feature allows you to set your holdover/bullet-drop information for your rifle's zero. Simply select between 100, 150, 200 and 300-yard sight-in distances for deadly accurate information at the push of a button. Measurements can be displayed in MIL, MOA, inches or centimeters. Additionally, VSI also provides shot angle information from -90° to $+90^{\circ}$.

CLEARSHOT

This advanced laser technology takes the guess out of archery shots, even allowing hunters the ability to no longer worry about clipping branches or hitting other obstructions. After using a simple, three-step process to calibrate and customize the laser rangefinder to your bow, it will display the maximum height the arrow will travel, based upon the ranged distance. ClearShot will also show when there is an object in the way of your shot.



REVLIMITER™ ZERO STOP

RevLimiter™ Zero Stop feature allows the shooter to return to zero with ease and confidence.



T-LOK TURRET

T-Lok turret lifts for quick adjustments and instantly locks into place by depressing the turret to its standard position.



When it comes to quality optical equipment & accessories, Bushnell is the brand you can depend on.