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NEWS

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New Sync Focus ImageView with Instant Replay Digital Binocular Produces Clear, Sharp Photos and Videos

Overland Park, KS — Bushnell has upgraded its popular top of the line ImageView digital binocular with a new Sync Focus feature that ensures clear, sharp photos and videos. The Sync Focus ImageView with Instant Replay uses a parallel gear system that provides simultaneous focus for both the binocular and digital camera lens, using a single knob. Now, once the image is “dialed in” while looking through the binocular, the camera will also be sharply focused on the same subject, at the same distance.

The new Sync Focus ImageView features premium 8x30mm optics with BaK-4 roof prisms and fully multicoated lenses. With its high-quality 5 MP digital camera and 16 MB of internal memory, it’s perfect for capturing outdoor images or video clips at sporting events.

The SD card slot greatly expands the memory capacity. In addition to still photos, it will also shoot video loops (Instant Replay) or continuous video with VGA resolution at 30 fps. Rubber armoring provides protection and durability for use indoors or outdoors. The 1.5-inch flip up color LCD screen lets users view their photos and videos. A built-in USB port makes it easy to download images and videos directly to a computer.

The Sync Focus ImageView runs on two AAA batteries, and an automatic shut-off feature preserves the battery life. It also comes with a table tripod for greater stability and ease of use, remote shutter cable, and neckstrap, carrying case, USB cable and photo editing software.

Suggested retail price is \$279.95. It will be available at Bushnell retailers nationwide in spring 2009.

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Sync Focus Instant Replay Specifications:

Model	Binoc. Specs	Camera Specs	Internal Memory	LCD Screen	Suggested Retail
Sync Focus ImageView w/Instant Replay	8x30	5.0 MP	16 MB	1.5"	\$279.95

For more information on Bushnell Products visit www.bushnell.com or call 800-423-3537 for consumer inquiries.

Bushnell Outdoor Products is a global manufacturer and marketer of branded consumer products based in Overland Park, Kansas. Bushnell Outdoor Products sells its products worldwide under the Bushnell[®], Tasco[®], Serengeti[®], Bollé[®], Uncle Mike's Law Enforcement[®], Stoney Point[®], Hoppe's[®], Butler Creek[®], Kolpin[®], Uncle Mike's[®], Simmons[®] and Final Approach[®] brand names. For information about any of these brands or products, please contact Bushnell Public Relations at (913) 752-6105.

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