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FOR IMMEDIATE RELEASE

NEW HIGH DEFINITION TORCH PRODUCES SQUARE BEAM OF LIGHT

The HD™ Torch from Bushnell® shines a new light on flashlight technology. Edge to edge, no torch in the world today delivers a comparable level of radiant intensity and consistency of brightness.

While conventional torches – LED and incandescent included - produce circular patterns of light that are uneven and irregular, the new HD Torch projects a perfectly square and uniform beam of light. The benefit is that the light beam is consistent from centre to edge without dim areas or doughnuts of light.

Without the shadows that are typical with traditional torches, the HD Torch makes objects stand out from their background for better definition and clarity. It is a great tool when searching for lost objects because the square beam lets the user search by quadrant or zone for more precision and efficiency. The HD torch can easily light up an entire wall without moving from side to side.

It produces 165 Lumens of light with its powerful LED. Run time is 1.5 hours and it is powered by two 3-volt lithium batteries. There are two operating modes: high and safety-strobe for emergency use.

The HD Torch is housed in rugged, waterproof, aircraft-grade aluminium with a hard-anodized finish that won't scratch or mar.

For convenience, the HD Torch includes Bushnell's 'Find Me' feature, a glowing 'B' rear button that also serves as a battery life indicator.

The torch comes with two batteries and a lanyard, and is available from country, outdoor and optics outlets nationwide at a suggested retail price of £79.95.

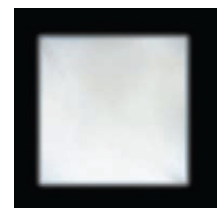
For more information and details of your local stockist, call the Bushnell distributor JJ Vickers on 01634 201284 or email sales@jjvickers.co.uk.

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View demonstration online:

"Bushnell HD Torch General Purpose" at

www.youtube.com/BushnellTV



Words: 283

Images attached: Bushnell HD Torch; Bushnell HD Torch beam (for unrestricted use)

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