



Thursday 9th July 2009

BUSHNELL® NEW TECHNOLOGY PROVIDES HIGH DEFINITION BINOCULAR PERFORMANCE

World-leading optics manufacturer Bushnell has combined high quality optics and premium glass with their new Ultra Wide Custom Coating lens technology to provide the ultimate in high definition performance in two new roof prism models — the Legend Ultra-HD 8x42mm and 10x42mm.

The optics have been upgraded on three levels: super-premium Premium ED (Extra Low Dispersion) glass delivers optimal colour performance and edge-to-edge sharpness; the new anti-reflective Ultra Wide Custom Coating delivers the best available light from the front lens to the eyepiece; and new Raingaud® HD permanent coating also boosts light transmission while ensuring foul weather or your own breath will never cost a view.

Compared to similarly price optics, the Legend Ultra HD binoculars deliver a wider field of view (12 percent more than standard 10x binoculars). They are also more comfortable to use. Longer eye relief equals less eye strain.

Also re-designed, the new Legend Ultra-HD models have a slimmer, lighter tougher body on a lightweight, durable magnesium chassis. The lighter weight combined with new soft touch rubber thumb and finger grips result in binoculars that are easy to carry in the field, and in all weathers thanks to their 100% waterproof construction. As a bonus they come with a Deluxe binocular harness with pre-attached neck strap lugs that distributes the weight of the binoculars more evenly across your back.

The Legend series of binoculars from Bushnell is valued by bird and wildlife watchers around the world for their ruggedness, performance and value, and this new tier adds cutting-edge technology to the offering.

Both Ultra-HD models are in black and come complete with a premium carrying case, neck strap and custom binocular harness.

The new Bushnell Legend Ultra-HD binoculars are available now from retailers nationwide.

Suggested retail prices are: 8x42 – £449.95, 10x42 – £469.95.

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

-- Ends --

Words: 324
Images attached: Bushnell Legend Ultra-HD 10x42mm Black (for unrestricted use)

For further information, please contact Fresca Marketing in the first instance:

Anna Oliver
Fresca Marketing
T: 07974 680069
E: anna@frescamarketing.co.uk

Liz Mant
J J Vickers & Sons Ltd
T: 01634 201284
E: lmant@jjvickers.co.uk

