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FOR IMMEDIATE RELEASE

BUSHNELL® INTRODUCES MOST ADVANCED TRAIL CAMERA IN PALM-SIZE

The new Bushnell Trophy Cam is a sophisticated trail camera that fits in the palm of your hand, and it has now arrived in the UK. World-leading optics manufacturer Bushnell proudly affirms that the Trophy Cam's tiny size, high quality photo and videography, one second trigger speed, long battery life and reasonable price places it far in the lead of every competitor.

This innovative digital camera has 32 infrared night-vision LEDs for improved image quality after dark and has high quality full-colour resolution photo capturing capabilities. Heightened resolution is selectable between 3, 5 or 8 megapixels (true 5MP sensor with 3MP compression and 8MP interpolation).

The Bushnell Trophy Cam runs on four or eight AA batteries and, under normal use, will run up to one year on a single set*. Advanced technology has greatly increased the battery life meaning fewer purchases of batteries and less maintenance of the camera in the field.

The third revolutionary feature is the unit's trigger response of consistently less than one second. The user may select up to three rapid-fire images per trigger, or a 1 second to 60 minute delay. Video mode records a programmable 1 to 60 seconds of footage with enhanced resolution of 720x480.

What's more, the Trophy Cams feature a PIR sensor coverage area three-times larger than any camera Bushnell had built before, and are compatible with a SD card up to 16GB for unmatched image capacity.

Three models of the Trophy Cam are available: the standard model in brown or Realtree® AP™ camouflage and a higher-grade with a built-in 2-inch colour viewer that gives you an instant look at what's passed by. All models are easily set-up taking only seconds to go from the box to the tree, and their images contain a stamp of the date, time, temperature and moon phase.

Models now available in the UK with suggested retail prices:

Trophy Cam Standard with B&W text LCD Viewscreen @ £299.95 SRP

Trophy Cam Camo with B&W text LCD Viewscreen @ £319.95 SRP

Trophy Cam XLT with Full Colour LCD Viewscreen @ £369.95 SRP

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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**Data based on an average temperature of 30°F at a rate of 30 images/day.*

Words: 374
Images attached: Bushnell Trophy Cam in hand (for unrestricted use)



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