

Gift Ideas

New Binoculars Do More Than Zoom

(NAPSA)—The digital transformation seen throughout the technology industry has reached the world of binoculars just in time for the 2003 holiday season. The traditional one-dimensional optical binoculars have been enhanced to include image and video capturing capabilities. An industry leader in the binocular revolution has recently introduced binoculars that can change your outlook.

“These binoculars create totally new opportunities for people to capture special moments,” said John Mullett, product manager at Bushnell Performance Optics®. “The ability to store images and video through the use of a high-powered binocular makes these products a great blend of high-quality optics and digital technology.”

The Instant Replay™ is one of the first devices of its kind to combine a powerful binocular, a digital camera and a video-capturing unit. At the core of this high-tech gadget is the high-quality binocular with 8x magnification and PC-3 phase-coated BaK-4 glass prisms. A 16 MB compact flash card with 2.1 mega pixel resolution comprise the digital aspects of the Instant Replay, giving users the ability to capture, store and replay up to five 30-second video clips and up to 150 images depending on the resolution. All images and video clips can be easily downloaded to a computer, using the included software. The



pop-up color LCD screen also allows users to view images and videos immediately.

The Image View™ provides a more introductory option into digital imaging binoculars. The Image View is a convenient, easy-to-use binocular with 10x25mm magnification combined with a compact .35 mega pixel digital camera. This unit has a compact roof prism design making it lightweight and easy to carry in a pocket, purse or daypack. Equipped with 8 MB of internal memory, the Image View will hold up to 300 digital photos based on the resolution. All images are easily downloadable to a computer.

When shopping for the outdoor enthusiast, avid traveler or sports fan on your list, you may care to zoom in on the Bushnell Image View and Instant Replay binoculars. Visit www.bushnell.com, call toll-free at 888-838-1449, or visit a local sporting goods retailer for more information.