



SWAROVSKI  
OPTIK

## **The New SWAROVSKI OPTIK ATM/STM Telescopes with Magnesium Technology Uncompromising Optical Perfection**

**Absam / Tyrol, August 2008: The outstanding optical quality and ergonomic functionality of SWAROVSKI OPTIK telescopes speaks for itself. "Maximum precision with minimum production tolerances, guarantee the unrivalled optical performance of our telescopes. This is evident in the extreme pinpoint detail, lifelike colour reproduction and outstanding peripheral focus. In line with our motto of constantly improving what is good, we have successfully achieved an improvement to a time-tested system. The new ATM/STM series of telescopes stand out, not only for their diamond-bright optic but for the lightweight, yet simultaneously rugged construction of their new magnesium housing," sums up Johannes Davoras, Director of Marketing, Product Management and Communication.**



In comparison to the ATS/STS predecessor models, the coatings in the new ATM/STM series have been further optimised guaranteeing maximum transmission. They deliver impressively high-contrast images even when light conditions are poor. The new telescopes additionally stand out due to their light weight. The new magnesium technology means considerably lower weight with maximum stability. Rugged, compact and corrosion-resistant, the observation telescopes are able to withstand consistently harsh conditions. The easy-to-handle full surface rubber armoring provides perfect protection against external impacts and is absolutely essential for the precision mechanism and particularly for the HD lenses.

The shortest focus distance of only three (ATM/STM 65 HD) or five (ATM/STM 80 HD) metres, ensures that the new telescopes are also ideally suitable for very detailed observation at close range.

The new SWAROVSKI OPTIK 80 and 65 telescopes are each available with both straight and angled bodies. All models are also available as HD versions. Due to the use of fluoride-containing HD lenses, the ATM/STM HD models offer even higher contrast images with razor-sharp outlines without annoying colour fringing (chromatic aberration).

The telescopes are dustproof and watertight. The nitrogen filling ensures that the lenses do not fog up. As a result they can be confidently used in the most severe weather conditions. In addition to the SWAROBRIGHT, SWAROTOP and SWARODUR coatings, which ensure the best transmission and absolutely lifelike colour reproduction, in the new telescope series SWAROVSKI OPTIK also relies on the time-tested SWAROCLEAN technology. The non-stick effect of this coating enables effortless removal of stubborn dirt such as water marks, insect repellents or tree resin.

### **An Ideal solution for all eventualities**

As a further innovation, SWAROVSKI OPTIK has added to its eyepiece range a 25-50x W which will be available from April 2009. In addition to a weight of only 295 g, this new wide-angle eyepiece (field of view 42 m/1000 m) offers an impressive comfortable wide angle view across the entire magnification range. A unique optical system with aspherical lens ensures an edge-to-edge viewing experience in sharp detail. Like all SWAROVSKI OPTIK eyepieces it is watertight and can be fitted to all the telescopes of the ATM/STM and ATS/STS series.

When enhancing the accessories range at SWAROVSKI OPTIK, we also focus on striving for perfection in quality and functionality while bearing the user's practical requirements in mind. SWAROVSKI OPTIK accordingly offers a perfectly matched and innovative range of adapter systems and stabilisation aids for the digiscoping sector, such as the new telescope rail which ensures optimum balance and stability when taking photos.

## **Well Thought-out Design for Easy Handling**

Like their predecessor models, the new magnesium telescopes have an ergonomically positioned focusing ring with large grooves for quick, precise focusing and easy operation even when wearing gloves. A pull-out sunshade with filter connector thread enables glare-free observation, protects the objective lens from rain and can be locked silently in extended positions.

The noise-absorbing full surface rubber armouring is resistant to all environmental impacts and enables unobtrusive, quiet observation. A bayonet connector allows quick and easy changes between different eyepiece models or the TLS 800.

## **Basic Equipment and Accessories**

Telescope body supplied with lens cover and bayonet fitting cover. The eyepieces including protective covers and bayonet fitting cap are not supplied as standard and should be ordered separately.

### Available as accessories

Camera adapter DCA and DCB, telephoto system TLS 800, stay-on case, Lens Cleaning Set, telescope rail, balance rail, tripods and tripod head FH 101, tree screw.

The new ATM telescopes and the new accessories, with the exception of the 25-50x W eyepiece, will be available from November 2008; the STM models will be available from authorised dealers from December 2008.

## **Recommended retail prices (incl. 20% V.A.T.)**

ATM / STM 65	€ 1.190,-
ATM / STM 65 HD	€ 1.780,-
ATM / STM 80	€ 1.660,-
ATM / STM 80 HD	€ 2.475,-

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## **SWAROVSKI OPTIK**

SWAROVSKI OPTIK is part of the Swarovski group of companies and has its headquarters in Absam, Tyrol. The Austrian company, founded in 1949, specialises in the development and production of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, telescopes, optronic instruments, rifle scopes, range finders and night sights are the preferred choice of demanding users the world over. The company's success is based on its innovative strength, the quality and inherent value of its products as well as their functional and aesthetic design. Appreciation of nature is an essential part of the corporate philosophy and is echoed in exemplary environmentally-compatible production and an enduring commitment to international nature conservation projects. SWAROVSKI OPTIK is represented globally with an export share of 92% and 750 employees and in 2007 posted annual sales of around EUR 92 million.

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