



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

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**Carl Zeiss Expands Award-Winning Victory RF Rangefinder Binocular Line  
with New 8x56 and 10x56 Models**

CHESTER, Va., August 19, 2009 – New **Victory 8x56 and 10x56 T\* RF** laser rangefinder binoculars join the previously introduced 8x45 and 10x45 models in Carl Zeiss' award-winning RF binocular line – the world's first premium binoculars with rangefinding capability, LED display and integrated BIS™ ballistic calculator. This exceptionally advanced rangefinding binocular was named a *"Leading Edge: The Best of What's Next"* product by *National Geographic Adventure* magazine (October 2008) and the Victory 10x45 T\* RF won the prestigious 2009 *Outdoor Life* Editor's Choice award. In addition, the ZEISS RFs have received numerous other international awards for innovation, performance and design.

**How they work:**

By touching and releasing the ranging button, the Victory RF's built-in laser rangefinder provides extremely fast and accurate distance to the target followed by the correct ballistic holdover for that distance thanks to Carl Zeiss' proprietary Ballistic Information System BIS™ which is

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programmable for 6 different common ballistic trajectories.

When the measurement button is pressed, the reticle used to target the object illuminates. When released, the range is immediately measured and displayed within 0.5 seconds – almost twice as fast as any other laser rangefinder on the market today. The press and release **One-Touch** feature – a first for the civilian market – also produces less shaking while ranging and thus, a clearer image than rangefinders that require the user to push the button twice.

### **High-Performance Optics**

The newly designed objective lenses of the Victory 56 RF series provide exceptional performance in low light conditions and superior image quality to meet the needs of the most demanding hunters. The particularly high light transmittance – caused by the large 56mm objective lens, ZEISS T\* multicoating and Abbe-König prism system – ensures detailed images that are bright and clear with rich color saturation. Even in the lowest light situations, thanks to the larger exit pupils of 7mm in the 8x56 T\* RF or 5.6mm with the 10x56 T\* RF, the clearest possible images are still achieved. The Victory RF series binoculars have Zeiss' exclusive, award-winning **LotuTec®** water-repellent coating on the external lenses and feature fluoride in the objective lenses for superior color correction.

### **Bundled Functions**

Zeiss engineers and designers have succeeded in integrating a variety of high-tech functions into the Victory RF's elegant and robust housing. In addition to the built-in "One Touch" laser rangefinder and BIS™, the Victory RF is the world's first binocular with a hinge bridge that does not require a separate laser emitter. The invisible, eye-safe laser beam built into the right ocular lens of the RF is extremely narrow, enabling the precise measurement of small targets even at long distances.

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### **The Laser Rangefinder**

With their state-of-the-art electronics, the Victory T\* RF binoculars have a large measuring range from 10 yds to 1300 yds (depending on the size of the object, reflectivity, angle of impact and weather conditions), and high measuring accuracy of  $\pm 1$  yd at ranges up to 660 yds and  $\pm 0.5\%$  at ranges beyond 660 yds. The rangefinder can be set to meters or yards with the LED providing a clear numeric display with automatic brightness control to compensate for brighter or darker light conditions. It can also be operated in a **Scan Mode** for continuous measurements on small or moving targets.

### **BIS™ Ballistic Information System**

The **BIS™ (Ballistic Information System)** calculator, working in unison with the laser rangefinder, provides accurate holdover information. The set button permits users to choose from 6 different programs which cover trajectories based on the most popular hunting cartridges. Once set, the BIS™ tells the hunter how high or low to hold given the distance to the target and particular caliber and load. For example, if "H 8" is displayed, the hunter should hold 8 inches high. If "L 3" is displayed, the hunter should hold 3 inches low. The BIS™ calculator can also be programmed to work with 100 yard or 200 yard sight-in distances as well as provide measurements of holdover in either centimeters or inches.

The **LED display** (Light Emitting Diode) is easier to read than the more common LCD displays (Liquid Crystal Display) and also allows significantly more light to pass for observation. Thanks to the automatic brightness control, the display brightness automatically adjusts to all light situations.

The Zeiss Victory T\* RF binoculars feature a durable, waterproof, rubber-armored magnesium housing ensuring years of protection against rugged use. The twist-out eyecups can be locked in

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four positions and are also easily removed for cleaning.

In a unit that is easy to operate and ergonomically brilliant, the Zeiss Victory T\* RF binoculars represent the finest and most comprehensive optics in observation, rangefinding and ballistic correction.

### Examples of Rangefinder and Holdover Displays



Example of Activated LED Target Mark

Example of Distance Display



Example of holdover value returned with BIS™

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<b>Specifications - Optical</b>		
<b>Magnification</b>	8x	10 x
<b>Objective lens diameter (mm)</b>	56	
<b>Exit pupil diameter (mm)</b>	7	5.6
<b>Twilight factor</b>	21.2	23.7
<b>Close Focus Distance (ft)</b>	16	
<b>Field of view (ft/1000 yds)</b>	345	330
<b>Eye relief (mm)</b>	17 mm	16 mm
<b>Height (in)</b>	7.64	7.5
<b>Width (in)</b>	5.47	
<b>Weight (oz)</b>	40.59	
<b>Diopter adjustment</b>	+ / - 3.5 dptr	
<b>Specifications – Laser Rangefinder</b>		
<b>Battery</b>	CR 2 (Lithium 3V)	
<b>Laser</b>	Class I	
<b>Measuring Range (yards)</b>	10 yds to 1300 yds	
<b>Accuracy</b>	10 - 660 yds +/- 1 yds Over 660 yds +/- .5 %	
<b>Measurement time</b>	Approx. 0.5 sec.,max (average)	
<b>Battery Life ( 68° F)</b>	>10,000 Measurements	
<b>Display Brightness</b>	Adjusts to Surrounding Light	
<b>Length of Display</b>	3 seconds	
<b>Low Battery indicator</b>	Yes (blinks)	

**Manufacturer's Suggested Retail Pricing:**

Victory 8x56 T\* RF – \$3,667.00

Victory 10x56 T\* RF - \$3,778.00

**About Carl Zeiss:**

The ZEISS brand is synonymous with the world's finest, highest precision optics.

Based in Oberkochen, Germany, the Carl Zeiss Group is a global leader in the optical and opto-electronic industries and an innovative, research-intensive, high-tech company. The Carl Zeiss Group is comprised of five business groups: Semiconductor Technology, Medical Systems, Microscopy, Industrial Metrology and Consumer Optics/Optronics, each focused on developing the most advanced technology, products and solutions in their fields to enhance people's lives. Carl Zeiss' portfolio of products includes: state-of-the-art medical equipment used in neurosurgery, ENT and ophthalmic surgery and diagnosis; advanced microscopes for medical and scientific research; premium sports optics and opto-electronic products; camera and cinematography lenses; planetariums; eyeglass lenses; anti-reflective lens coatings; industrial metrology solutions for the aerospace and automobile industries; and the highest resolution optics for machines that produce the majority of today's semiconductor memory and processing chips, among others.

As part of the Carl Zeiss Group, Germany, Carl Zeiss Optical, Inc., Chester, Va., is responsible for sales, marketing and distribution of ZEISS sports optics, such as binoculars, spotting scopes, riflescopes and laser rangefinders, throughout the United States. For more information, visit: [zeiss.com/sports](http://zeiss.com/sports) or call 1-800-441-3005.

ZEISS products are sold in more than 100 countries. During fiscal year 2007/08 (ended

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September 30), the Carl Zeiss global workforce of approximately 13,000 employees generated revenues of more than EUR 2.7 billion. In 2007/08, earnings before interest and taxes (EBIT) totaled EUR 343 million. The company invested EUR 321 million, the equivalent of 12 percent of revenues, in research and development in order to expand the technologically leading positions of its business groups.

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