**SHOT Show 2019
Exhibitor Press Release**

**18/01/2019**

**Pulsar HQ, Vilnius, Lithuania**

**Changing the trends: Pulsar introduces two thermal vision innovations**

The annual SHOT Show 2019 exhibition for business representatives is the main global event for the outdoor recreation, shooting sports and hunting market as well as industries manufacturing accessories and equipment for civilian use. It will be taking place in the Las Vegas Sands Expo Jan. 22-25 where business leaders will introduce new products and compete for attention.

Pulsar, the North Europe based world-leading brand of digital and night-day thermal imaging optic devices, will be among the most eminent participants of the event. The producer of Pulsar devices counts annually increasing revenue and is about to change global outdoor activity trends. Pulsar producers will introduce two new devices and predicts changes in consumer behavior as technology-based active leisure has become accessible to everyone.

**Changing the market rules**

At the exhibition, Yukon Advanced Optics Worldwide the manufacturer of Pulsar will present their latest equipment – thermal imaging scopes Pulsar Axion and thermal riflescopes Pulsar Thermion.

"We are producing equipment that helps to expand human possibilities and see what was impossible for the naked eye or conventional optical devices. Just a few years ago, thermal imaging scopes and riflescopes were hardly affordable, but with developing technologies they become more and more popular among active leisure and hunting enthusiasts," Rytis Buracas the marketing director of Yukon Advanced Optics Worldwide said.

The company was the first to introduce highly functional top-notch products – thermal monoculars and riflescopes – accessible and affordable for all interested users. Other similar products previously available on the market mostly had limited functionality and higher pricing. According to R. Buračas, technologically advanced production at an affordable price has led to a huge leap in demand. Last year company’s global group turnover exceeded 101 million USD and the company recorded an approximate growth of 30 percent. In total, over the past three years, the company's revenue has grown fourfold.

**Innovation with higher magnification and a smaller size**

Pulsar’s new compact metal pocket size thermal imaging monocular Axion is habit-changing product innovation – handy and smart. It is based on an innovative electronics platform developed especially for new 12µm sensors. The overall image sharpness is enhanced by advanced software algorithms which serve to achieve the best image quality. New HD AMOLED screen has one of the highest resolutions on thermal imaging market 1024x768 pixel.

What makes Axion exceptional is the highest magnification in class of similar devices. With 38 mm objective lens optical magnification Axion reaches staggering 5,5x and allows to achieve 1700m detection distance.

Completely waterproof, the unit has been designed to provide a good grip and easy access to control elements. It has a built-in photo and video recorder with 16 Gb of internal memory with a built-in Wi-Fi module to connect the device to smartphones or tablets. Free mobile application Stream Vision expands the features of Axion allowing it to stream video, downloaded files, detect motion, update firmware.

The cutting-edge electronics of Axion works in combination with advanced software to ensure the optimal image characteristics and innovative features. The user can adjust Axion according to his needs with 3 observation modes (forest, rocks, identification), manual brightness and contrast settings, 3 modes of calibration, picture-in-picture zoom mode, 8 color palettes a stadiametric rangefinder to estimate the distance and more.

**Premium thermal imaging**

Another news to be introduced in Las Vegas is Pulsar Thermion Thermal Riflescopes delivering the premium thermal imaging on a traditional-style aircraft-grade 30mm-tube. It means the hunting experience can now last longer than the daylight without changing the riflescope. Thermion Thermal Riflescopes are available in flagship 640x480 microbolometer sensor resolution with a 17μ pixel pitch, and 320x240 microbolometer sensor resolution with 12μ pixel pitch, each with a heat signature detection range up to 2,000 yards.

Thermion devices are recoil rated up to .375 H&H and 12-gauge, IPX7 waterproof and submersible in up to 3 feet of water for 30 minutes. The Thermion’s HD AMOLED display packs rich, customizable imaging with an 8-color palette, picture-in-picture, 8x digital zoom and multiple reticles in four color options: black, red, white and green.

Every Pulsar product is built to be exceptionally functional for users. While a rechargeable battery provides long-lasting performance, onboard video and still image recording in .mp4 and .jpg formats to a robust 16gb internal storage ensures you can relive all the thermal action later. User-friendly digital controls make setup and on-the-fly customizing easy.

The Thermion’s Wi-Fi connectivity via the Stream Vision app makes using a smartphone or tablet as a second display and remote control. Connected devices can even be used for firmware upgrades, data transfers and for streaming video.

**Global business leader**

In 2019, SHOT (Shooting, Hunting and Outdoor Trade) Show will host more than 2,000 companies from 100 countries. Over 60,000 professionals working in the industry will visit the show along with 2,400 journalists from all over the world. SHOT is the largest event held at the Sands Expo and Convention Center. Total exhibit space for the 2019 show is expected to be more than 630,000 net square feet – equivalent to more than 13 acres as the base of the Great Pyramid of Giza or England’s Windsor Castle. The SHOT Show boasts 12.5 miles of aisles—just a little less than the distance of a half marathon.

"The show held in Las Vegas is the place where everyone presents the latest innovations and negotiates future deals. It is a great opportunity to meet other producers and business partners and to expand sales channels. Although the producer itself don't sell Pulsar products in the retail market, the network of distributors is operating in 70 countries and service centers located in each region of the world to communicate with our clients," the head of marketing of the company explains.

20 percent of the company's leading brands Pulsar and Yukon are sold in US and 60 percent – in the European market. The company's main partners also operate in Europe. 12 years ago, the company has chosen Lithuania – a North European country – as its main business headquarters due to its convenient geographical location and valuable resources to develop product innovations.

**Equipment tailored for professionals**

According to the SHOT Show organizers', the Law Enforcement section remains the fastest growing segment of the event. It will cover more than 170,000 square feet of the show. This segment is also important for Pulsar manufacturers. The Pulsar product line includes optic devices with expanded functionality tailored for experienced users and specialists in different spheres: not only hunting, animal research observation night and thermal photo and video shooting, search and rescue, including activity without direct visibility and under severe atmospheric conditions. Integration with external computer devices and internet connection is a standard for developing new products and modifying the existing ones.

"The fact that Pulsar devices are integrated with smartphones, tablets and other smart devices is paramount to all of today's consumers. It allows to observe the image broadcast by the optic device on multiple screens, record it and share it with family or professional team members. Such options are essentially rewriting the market rules - we were the first to offer that, and now consumers demand it from other manufacturers," says Rytis Buracas.

**Encourages ethical hunting**

One of the most important values of Pulsar is to promote ethical, safe and sustainable behavior during hunting and active leisure. SHOT show event, also sponsored by Pulsar, focuses on the security of hunting and leisure equipment. The exhibition brings millions of dollars annually to the US National Shooting Sports Foundation, which upholds ethical hunting and precision sports and focuses on safe and responsible behavior programs.

**Important employers**

Companies manufacturing equipment for outdoor activities, hunting, shooting sports and security are one of the largest employers. More than 166,000 employees work in this field in the United States alone. The Pulsar producer group has more than 1,000 employees working in subdivisions in Lithuania, the United States, Great Britain, China, Russia, Ukraine, and Belarus.

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