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FOR IMMEDIATE RELEASE

KOWA TAKES CLARITY TO THE NEXT LEVEL WITH GENESIS 44 BINOCULAR

Global Optics Manufacturer Introduces Premium Prominar XD Lens Binoculars

Los Angeles, CA - KOWA Optics introduces the new state of the art Genesis-44 binoculars – models 8.5x44 and 10.5x44 – designed for those who need high-performance equipment. The new 44mm Genesis binoculars join the 42mm, 32mm, and 25mm family of rugged binoculars known for KOWA's exceptional price to high-performance ratio.

The Genesis 44's new objective lenses are nearly 10% brighter than a 42mm lens. Specifically designed for extremely low light conditions, the 44mm Genesis are ideal for glassing wildlife at dawn and dusk and offers a close focus to 5.5 feet. The outstanding twilight performance of these binoculars is evident the minute you look through them in low light conditions thanks to the sizable exit pupils – 4.2mm for the 10.5x44 and 5.2mm for the 8.5x44.

Both models feature two KOWA Prominar XD lens elements per barrel designed to eliminate chromatic aberration for a clear view and Kowa's proprietary C3 coating technology designed to maximize reflectivity of the roof prism and reduce loss of light. The result is a bright, sharp image with brilliant detail and accurate color. The C3 Coating is a highly reflective dielectrics coating that allows for a much higher reflectivity than with coatings of silver or optically-enhanced aluminum, offering a reflectance of 99% or higher across the entire visible spectrum. Not only does this provide exceptional bright and intense sharpness of image, but totally natural color reproduction is also achieved.



The magnesium alloy frame design makes the binocular comfortable yet rugged and allows for easy use in all weather conditions. One of the most noticeable characteristics of the new binocular is the ergonomically positioned thumb recesses for easy handling and single handed viewing. The larger lenses, unique body design and easy to use focusing wheel give the binocular an extraordinarily quick focus. Like all KOWA binoculars, the 44mm models are waterproof, dustproof and dry nitrogen gas filled. The result is a sleek ergonomic and functional design for

the die-hard enthusiast that demands the very best. The locking diopter is designed to free users from having to adjust the binoculars each time that the binoculars are used.

These are many of the innovations that make the new Genesis 44 Binocular with next generation clarity impressive with its revolutionary imaging performance and striking image enhanced color contrast for the discriminating user. The Genesis 44 Binoculars is available in two configurations: 8.5x44 - \$1,350 / 10.5x44 - \$1,500.

About Kowa Optimed, Inc: Kowa began producing opera glasses, projector lenses and finally sporting scopes in 1952, and set out to re-think lens technology. They crafted binoculars that sold under the other global brands and created the first prisms for scopes. They held the patent on the Z-Prism System that other makers quickly tried to copy when the patent ended. By the 1960's Kowa's optical performance was so superior, they were selected as the Official Scopes for Sports Shooting in the 1964 Olympic Games. Word of their illumination and accuracy spread, and soon many armed forces operations were deployed with Kowa scopes and binoculars. Today, Kowa's advanced products are utilized by NASA, and are standard issue on many Special Forces missions and for United Nations peace keepers. And our TD-1 integrated telephoto digital scope uses the advances we made for Single Reflex Lens Cameras to help wildlife photographers capture incredibly clear images.

Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit us at www.kowa-usa.com

Editor's note: For hi-res digital images, please contact dan_meyers@sbcglobal.net

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