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FOR IMMEDIATE RELEASE

LIGHTWEIGHT, POWERFUL, AND WATERPROOF, TOO

Kowa's BD42 Binocular Ensures Razor-Sharp Images In All Weather Conditions

Kowa, an innovator in sporting optics, is proud to offer its impressive *BD42 Binocular*. Rugged, lightweight, and stylish, this eight or ten-power binocular is perfect for everything from birding, to spectator sports, to hunting and amateur astronomy, for it packs a wealth of high-tech features into its elegantly designed body. Despite its big 42mm objective lenses, the *BD42 Binocular* is surprisingly compact, and waterproof, too, making it the perfect choice for all enthusiasts.

All optical components of the *BD42 Binocular* are fully multi-coated for maximum light transmission, ensuring bright, clear images. The precise Bak4 roof-prism features phase-correction coating (for unsurpassed sharpness) and highly reflective aluminum coating to maximize every photon captured by the big objective lenses, even in low light. Despite its penetrating ten-power magnification, the *BD42 Binocular* with *ten-power* offers a wide 60-degree apparent field of view, which translates to 314 feet at 1,000 yards. Yet the *BD42 Binocular* will focus as close as 6-1/2 feet.

The *BD42 Binocular* is housed in a sleek, cool green body with a smooth inner focus wheel. The twist-up eyecups quickly retract to accommodate wearers of eyeglasses; a generous 14.2mm for eye-relief makes viewing comfortable, even in low light or for extended periods of time. This makes the *BD42 Binocular* performs equally well aboard a boat, in a hunter's blind or at your favorite spectator sport. Waterproof tested and approved, the *BD42 Binocular* is also charged with dry nitrogen to prevent fogging. Yet even with all these features and power, the *BD42- Binocular* measures less than six inches long, and weighs in at just over 1.6 pounds. The MSRP is \$545.00 for the 8X42 Model and \$575.00 for the 10X42 Model.



About Kowa Optimed, Inc: 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 www.kowa-usa.com

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