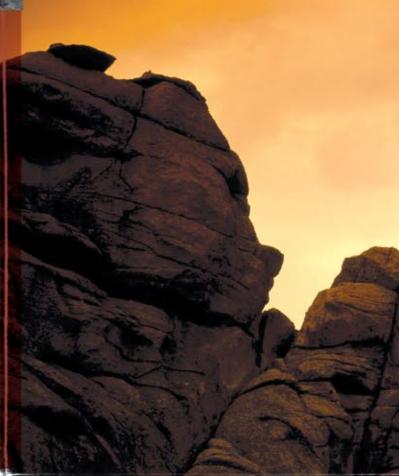
2003

Look close enough and you might discover yourself. 111 Ð B **Bushnell**" Tragniqy lige.

Bushnell



More than fifty years ago, we ground our first glass eyepieces. Since then, millions of memories and just as many adventures have been observed through Bushnell[®] optics. Naturally, we're proud of our work and the fact that we've grown to be the world leader in sports optics. What really makes us proud, however, is knowing that every day, almost anywhere in the world, someone is looking through a Bushnell product and seeing something they've never seen before. A career birdwatcher spots the nest of a lifetime. Or perhaps a 7-year-old girl sees the rings of Saturn from her own back yard. And while our work involves a great deal of technical know-how and unending research, our bottom line revolves around people, their adventures and the love of seeing the world magnified larger than life itself.





Magnify life.

Binoculars

NDEX

Spotting Scopes Riflescopes Laser Rangefinders Speed Gun

04 26 56

Digital Compass 65 Telescopes **Night Vision** Merchandising Materials

Bushnell®

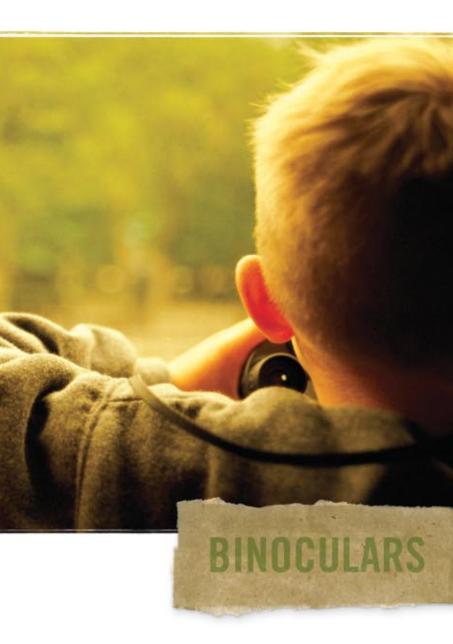


Any given Saturday, there you stand, squinting, straining to see that songbird, or that sprinting running back. You lift your Bushnells, and suddenly you're right in the middle of the action. It's the magic moment that makes our jobs so rewarding. Every pair of binoculars combines our 50 years of experience with the very latest optical technology to let the sportsman, the birdwatcher and everyone in between see the world up close.





13-0142 10 x 42mm



USB cable and software included.



1. Binocular focus knob.

IMAGE VIEW

2. Snap button.

DIGITAL BINOCULARS

- 3. Mode button.
- A. Toggles through modes. B. On / off.
- 4. LCD Screen Shows Modes: Number of pictures, timer, repeat, hi-res/ low-res, AVI (movie) mode, battery indicator power output and delete function
- 5. Ribbed rubber for a secure grip.

Taking in the details. Getting a closer look. Exploring nature beyond what is readily available to the naked eye. All excellent reasons for owning a pair of Bushnell[®] binoculars. But imagine being able to save those images to share with friends and family. Is that possible? Yes. Introducing the Image View[™] Digital Binoculars from Bushnell. A remarkable marriage of a powerful, long-range binocular and a compact, .35 megapixel digital camera. The applications are endless. This is the perfect choice for sports fans, outdoor enthusiasts and adventure travelers who want to simultaneously view and record the action. Compact enough to slip into a pocket, yet packed with powerful performance features like 10x magnification (8x camera magnification) and 64 MB of internal memory, the new Image View is affordably priced – making it the perfect gift for friends or family.



CLOSE FOCUS FIELD-OF-VIEW EXIT WATFR/ ADAPT FICATION x SIZE FOCUS PRISM PRISM LENS WEIGHT FYF ft@1000vds PUPIL FOG T0 MODEL OBJ. LENS CLASS SYSTEM SYSTEM GLASS COATING EYECUPS TRIPOD (ft/m)RELIEF (oz/g) PROOF (mm) *11-1025 10 x 25 COMAPCT CENTER ROOF BK-7 FULLY 8/2.5 FOLD DOWN 300/100 2.5 10 114 NO NO * New for 2003

10 x 25mm 11-1025 NEW An exciting new concept in pocket-sized sports optics. Now you can observe and record the action at the same time.

Image View[™] Features:

Compact roof prism design. 10x magnification. 25mm objective lens. Fully coated optics. 8x camera magnification. .35 megapixel still photographs. AVI movie capability. Video image. Rapid repeat three shots for stills (one second apart). 64 MB internal memory. USB cable and software. Uses two AA batteries (not included). Neck strap and carrying case.

INSTANT REPLAY HIGH PERFORMANCE DIGITAL BINOCULAR



1. Pop-up LCD screen for viewing replays and photos. 2. Center focus. 3. USB cable port.

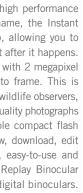
4. Compact flashcard slot.

Bushnell's new Instant Replay[™] binocular is a serious, high performance digital binocular with a dual personality. True to its name, the Instant Replay can record a 30 second continuous video loop, allowing you to capture and review sports action on the LCD screen right after it happens. Or, if you prefer still images, you can take digital photos with 2 megapixel resolution, enough to make enlargements you'll want to frame. This is essential gear for team coaches and scouts, birders and wildlife observers, big game hunters and anyone who enjoys recording high-quality photographs or movies. With 16 megs of internal memory, removable compact flash storage, and the included software, you can easily view, download, edit and keep your favorite movie clips or stills. Powerful, easy-to-use and loaded with advanced features, the Bushnell® Instant Replay Binocular sets a new standard of excellence in image-capturing digital binoculars.



MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS Coating	FIELD ft@ m@
*18-0832	8 x 32	MID-SIZE	CENTER	ROOF	BaK-4	MULTI	39
* New for 20	03						







NEW A true quality binocular with a camera built in. The 16 MB removable card stores both still photos and video clips.



Instant Replay[™] Features:

8x magnification. 32mm objective lens. Bak-4 roof prisms. Multi coated optics. .35 megapixel movie clips/

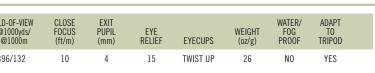
15fps for 30 seconds.

2.1 megapixel still photographs.

16 MB internal memory.

16 MB compact flash card included.

Neck strap and carrying case.



Magnify life.





mm 42 $\mathbf{\times}$ --0142 Our Legend[™] series binoculars should be on the wish list of any serious outdoor enthusiast. Powerful magnification and crystal clear BaK-4 optics deliver a full range of color and clarity - images like no other in their class. Pick them up and you'll instantly notice how nicely balanced the solid, grippy rubber-armored design is. O-ring sealed and nitrogen-purged for total protection from the elements - the Legend series also features Rainguard,[®] a patented Bushnell[®] lens-coating technology that offers remarkable fogproof performance. Rain or shine. Dusk to dawn. Legend binoculars set a standard that other similarly priced products cannot match. And, for serious hunters, we're introducing two of our most popular models in Mossy Oak New Break-Up[®] for maximum concealment in the field.



The leading palm-size, mid-range hunting bino.

Our two most popular models now come in Mossy Oak New Break-Up? These are the ultimate hunting binoculars whenever concealment is crucial to your success.



8 x 32mm 13-3208 **8 x 42**mm 13-4208 **10 x 42**mm 13-0142 Excellent, all-around roof prism binos.

12 x 50mm 19-5012 NEW High-powered long-range bino.

MODEL	MAGNI- FICATION x OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	PC-3® Phase Coating	LENS COATING	RAIN GUARD®	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
13-2590	9 x 25	COMPACT	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	283/94	5.5/1.7	2.8	18	TWIST-UP	15.4/436	YES	NO
13-3208	8 x 32	MID-SIZE	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	396/132	4/1.2	4.0	16	TWIST-UP	23.8/676	YES	YES
19-3209	8 x 32	MID-SIZE	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	396/132	4/1.2	4.0	16	TWIST-UP	23.8/676	YES	YES
13-4208	8 x 42	STANDARD	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	330/110	6/1.8	5.25	18	TWIST-UP	30.1/853	YES	YES
13-0142	10 x 42	STANDARD	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	315/105	6/1.8	4.2	15	TWIST-UP	29.8/844	YES	YES
19-0143	10 x 42	STANDARD	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	315/105	6/1.8	4.2	15	TWIST-UP	29.8/844	YES	YES
*19-5012	12 x 50	STANDARD	CENTER	ROOF	BaK-4	YES	FULLY MULTI	YES	255/85	10/3.1	4.2	15	TWIST-UP	31.9/905	YES	YES
* New for	2003															
										(1	U	rgn	ify	l	Le.



10 x 42 mm 19-0143 Camo



The Legend[™] Roof Prism Series Features:

PC-3[®] phase-coated BaK-4 roof prisms.

Fully multi-coated optics allow maximum light transmission for optimum brightness.

Heavy-duty, 100% waterproof/fogproof construction.

Rainguard[®] water-repellent lens coating. Long eye relief.

Twist-up eyecups allow quick adjustment for optimum eye relief.

Large center focus knob for precise focusing - even when wearing gloves.

Trim, ergonomic shape for easy, all-day use.

Textured, non-glare, non-slip rubber armor absorbs shock.

Knurled diopter adjustment for precise and reliable adjustments.





mm 50 $\mathbf{\times}$ --1050 For those who prefer the traditional style of a porro prism bino, here's a welcome addition to the superior Legend[™] series. Like the Legend roof prism models, Rainguard[®] and premium BaK-4 prisms top the list of features to brag about – delivering nothing less than crisp, clear images in rain, snow and fog. The textured, grippy rubber-armored housing not only stands up to hard use but provides a firm grasp in fall and spring's notoriously wet conditions. Offered in three magnifications, from powerful, long-range 12x50s to compact, wide-angle performers.





8 x 26mm 19-0826 **10 x 26**mm 19-1026 **NEW** A convenient, compact performer.



MODEL	MAGNI- Fication X Obj. Lens	SIZE CLASS	FOCUS SYSTEM	PRISM System	PRISM GLASS	PC-3® PHASE COATING	LENS Coating	RAIN GUARD®	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT To Tripod
*19-0826	8 x 26	COMPACT	CENTER	PORRO	BaK-4	N/A	FULLY MULTI	YES	290/88	10	3.25	15	POP-UP	14/397	YES	NO
*19-1026	10 x 26	COMPACT	CENTER	PORRO	BaK-4	N/A	FULLY MULTI	YES	262/80	10	2.6	15	POP-UP	15/425	YES	NO
*19-0842	8 x 42	STANDARD	CENTER	PORRO	BaK-4	N/A	FULLY MULTI	YES	430/131	12	5.25	15	TWIST-UP	24/680	YES	YES
*19-1050	10 x 50	STANDARD	CENTER	PORRO	BaK-4	N/A	FULLY MULTI	YES	340/104	18	5.0	15	TWIST-UP	28/794	YES	YES
*19-1250	12 x 50	STANDARD	CENTER	PORRO	BaK-4	N/A	FULLY MULTI	YES	290/88	20	4.2	15	TWIST-UP	28/794	YES	YES
* New for	2003															

8 x 42mm 19-0842 **NEW** A versatile, all-purpose choice with a wider field-of-view.



10 x 50mm 19-1050 **12 x 50mm** 19-1250

NEW Magnum-powered viewing for big game and birds.

The Legend[™] Porro Prism Series Features:

BaK-4 porro prisms.

Fully multi-coated optics allow maximum light transmission for optimum brightness.

Heavy-duty, 100% waterproof/fogproof construction.

Rainguard[®] water-repellent lens coating.

Twist-up eyecups allow quick adjustment for optimum eye relief.

Pop-up eyecups on compacts.

Large center focus knob for precise focusing - even when wearing gloves.

Trim, ergonomic shape for easy, all-day use.

Textured, non-glare, non-slip rubber armor absorbs shock.

Magnify life.

Diopter adjustment for precise and reliable adjustments.





The world's most beautiful places are often the wildest. Enter the Trophy™ series, your versatile choice for hunting, birding, hiking, fishing or any outdoor activity where the day can come complete with a bruise or two. Unlike similarly priced binos, the internals are O-ring sealed and nitrogen-purged for 100% waterproof/fogproof protection. The tough, rubber armor keeps them protected at the bottom of your pack or rattling around in any glove box. With BaK-4 roof prisms and multi-coated amber optics, Trophy binoculars are over-achievers when it comes to gathering enough light to deliver edge-toedge crisp, bright images. And they offer nothing short of Bushnell[®] quality construction with user-friendly features like twist-up eyecups, large center focus knobs (great for gloves) and all the popular magnifications.



BUSHNELL 2003 CATALOG

*23-0143

* New for 2003

10 x 42

STANDARD

CENTER

ROOF



The Trophy[®] Series Features:

BaK-4 roof prisms for bright, clear, crisp viewing.

Fully multi-coated.

Waterproof: O-ring sealed and nitrogen-purged for 100% reliable, fog-free performance.

Twist-up eyecups on standard-size models allow quick and easy adjustment for optimum eye relief.

Large center focus knob for easy, precise adjustments.

Ribbed, non-slip rubber armor absorbs shock while providing a firm grip.



PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPO
BaK-4	FULLY MULTI	370/112	7/2.1	3.4	13.4	FOLD DOWN	11/312	YES	NO
BaK-4	FULLY MULTI	370/112	7/2.1	3.4	13.4	FOLD DOWN	11/312	YES	NO
BaK-4	FULLY MULTI	298/91	7/2.1	2.7	13.2	FOLD DOWN	12/340	YES	NO
BaK-4	FULLY MULTI	298/91	7/2.1	2.7	13.2	FOLD DOWN	12/340	YES	NO
BaK-4	FULLY MULTI	360/110	12/3.6	5.3	19	TWIST-UP	27/765	YES	YES
BaK-4	FULLY MULTI	360/110	12/3.6	5.3	19	TWIST-UP	27/765	YES	YES
BaK-4	FULLY MULTI	304/92.6	12/3.6	4.2	18.3	TWIST-UP	28/793	YES	YES
BaK-4	FULLY MULTI	304/92.6	12/3.6	4.2	18.3	TWIST-UP	28/793	YES	YES

NATUREVIEW[™]

Witnessing beauty in its natural state doesn't have to come with an unnatural price tag. Case in point, the NatureView[™] binoculars. They're affordable and loaded with features. Designed specifically for serious birders and naturalists, the ultra close-focus capabilities get you close enough to take in all the details without getting pecked in the head. BaK-4 porro prisms on select models yield brighter images and better edge sharpness. Extended eye relief reduces eyestrain for eyeglass wearers during long observation periods. Adjustments are simple, thanks to the textured center focus knob. They're perfect for the budding nature observer.



MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
11-8400	8 x 40	STANDARD	CENTER	PORRO	BK-7	FULLY	330/110	14/4.3	5.0	12	FOLD DOWN	18.3/518	NO	YES
13-2030	8 x 30	COMPACT	CENTER	PORRO	BaK-4	MULTI	370/123	10/3	3.75	18	FOLD DOWN	17/482	NO	NO
13-2000	8 x 42	STANDARD	CENTER	PORRO	BaK-4	FULLY MULTI	412/137	13/4	5.3	19	FOLD DOWN	26/737	NO	YES
13-2010	10 x 42	STANDARD	CENTER	PORRO	BaK-4	FULLY MULTI	320/107	12/3.6	4.2	15	FOLD DOWN	24.7/700	NO	YES





7 x 50mm W/ RETICLE 13-7500 A classic marine bino with internal rangefinder and illuminated compass.

MARINE[™]

Magnifying life does, indeed, include sea life. And these are just the binoculars to do it. Our legendary 7x50mm Marine[™] binoculars are a premier choice for spotting marinas, deadheads, or the fisherman's best friend, feeding birds. Built to withstand the conditions that come along with the nautical world, they are not only nitrogen-purged to provide reliable waterproof/fogproof performance – the 13-7500 and 13-7501 models are even hermetically sealed to further assure no moisture creeps in. Impressive light transmission from BaK-4 porro prisms, multi-coated optics and large UV-coated objective lenses brighten images from dusk-to-dawn. And, all three models not only float, but easy-grip rubber armoring protects and provides a secure hold should things get rough. Always nice, should an unexpected swell or throttle burst take you by surprise.

MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
13-7502	7 x 50	STANDARD	CENTER	PORRO	BaK-4	MULTI	350/117	29.5/9	7.1	17	FOLD DOWN	34.9/989	YES	YES
13-7501	7 x 50	STANDARD	INDIVIDUAL	PORRO	BaK-4	MULTI	380/127	25/7.6	7.1	18	FOLD DOWN	36/1021	YES	YES
13-7500	7 x 50	STANDARD	INDIVIDUAL	PORRO	BaK-4	MULTI	350/117	35/10.6	7.1	18	FOLD DOWN	37/1050	YES	YES

7 x 50mm 13-7501

Well-balanced, bright and steady for long hours on the water.

7 x 50mm W/ CENTER FOCUS 13-7502 Quick-adjust focus is ideal for multiple users.

The Marine[™] Series Features:

BaK-4 porro prisms for bright, clear, crisp viewing.

Multi-coated optics for superior light transmission and brightness.

Rugged, 100% waterproof construction.



O-ring sealed and nitrogen-purged to keep out moisture.

Highly resistant to saltwater corrosion.

Textured center focus knob for easy, precise adjustments (on model 13-7502).

Non-slip, non-skid rubber armor cushions bumps and shock, prevents sliding, and provides a firm grip when wet.

VOYAGER[™]

Designed especially for travelers, sports spectators and outdoor enthusiasts, our new Voyager" compacts pack a lot of optical quality and performance into a sleek, stylish, pocket-sized binocular. Featuring multi-coated optics and premium-quality BaK-4 inverted porro prisms for superior light transmission, the Voyagers deliver an edge-to-edge sharp view. They're available in 8x, 10x and 12x magnification with 25mm objective lenses for optimum brightness. The ergonomically designed exterior features a stylish metallic finish with strategically placed rubber insets for a comfortable, secure grip. Comes complete with a neck strap and carrying case.



* New for 2003



H20

Like the name says, these binoculars are made for water. Splash them, soak them, dunk them and they'll emerge 100% fog free and dry inside. Perfect for skiers, snowmobilers, anglers and kayakers. True waterproof construction and a

rugged, non-slip rubber design makes the H20[™] series a simple choice for those whose lifestyle borders on the hyper side of active. O-ring sealed and nitrogen-purged for waterproof/fogproof protection in any season, both the fully and the multi-coated optics render bright, clear images. Take them with you - everywhere.

MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
13-0805	8 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	370/123	15/4.6	3.1	12	FOLD DOWN	13/369	YES	NO
13-1005	10 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	310/103	15/4.6	2.5	12	FOLD DOWN	13/369	YES	NO
13-1006	10 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	310/103	15/4.6	2.5	12	FOLD DOWN	13/369	YES	NO
13-1205	12 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	255/85	20/6	2.1	9	FOLD DOWN	13/369	YES	NO
13-4280	8 x 24	COMPACT	CENTER	PORRO	BK-7	MULTI	367/122	10/3	3.0	12	FOLD DOWN	13.5/382	YES	NO
13-2408	8 x 42	STANDARD	CENTER	PORRO	BK-7	MULTI	430/143	18/5.5	5.25	17	FOLD DOWN	27.2/770	YES	YES
13-2410	10 x 42	STANDARD	CENTER	PORRO	BK-7	MULTI	346/115	15/4.6	4.2	16	FOLD DOWN	27/765	YES	YES
13-2412	12 x 42	STANDARD	CENTER	PORRO	BK-7	MULTI	288/96	15/4.6	3.5	15	FOLD DOWN	27/765	YES	YES
*15-0842	8 x 42	STANDARD	CENTER	ROOF	BaK-4	MULTI	365/111	12/3.6	5.3	17	TWIST UP	25/708.5	YES	NO
*15-1042	10 x 42	STANDARD	CENTER	ROOF	BaK-4	MULTI	305/93	12/3.6	4.2	17	TWIST UP	25/708.5	YES	NO
* New for 2	003													
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BUSHNELL 2003 CATALOG









8 x 42mm 13-2408 **10 x 42**mm 13-2410 **12 x 42**mm 13-2412

Our new all-purpose, full-size porro prism for high magnification at a distance.



The H20[™] Series Features:

BaK-4 roof prisms on select models for bright, clear, crisp viewing.

Fully or multi-coated optics for superior light transmission and brightness.

Waterproof: O-ring sealed and nitrogen-purged for 100% reliable, fog-free performance.

Large center focus knob for easy, precise adjustments.



Non-slip rubber armor absorbs shock while providing a firm grip.

XTRA-WIDE[®]

You see the snap. The QB drops back. He guns a rocket down the far sideline. And with most binos, that's where it ends. Unless, of course, they're the Bushnell® Xtra-Wides. With a field-of-view twice as wide as normal binos, the action is always in-frame without ever taking your hand out of the peanut bag. Obviously just the ticket at sporting events, they're also great in theatres and at concerts. Our standard-size, focus-free model comes with a handy hip pack and delivers an impressive 900' field-of-view. The compact models feature BaK-4 prisms, fully multi-coated optics for high resolution and enhanced light transmission. All models feature a non-slip, rubber armor and the large center focus knob keeps everything in precise focus, so onstage or in the end zone, you never miss a second of the performance.



The Xtra-Wide[®] Series Features:

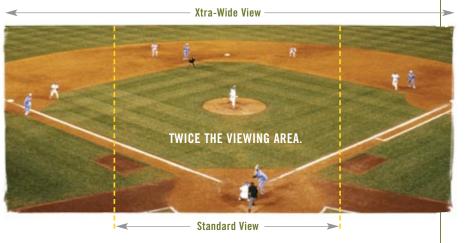
Fully multi-coated optics for superior light transmission and brightness. 4 x 21 model is fully coated.

Extra-wide field-of-view.

Large center focus knob for easy, precise adjustments. 4 x 21 model is focus free.

Extra-wide twist-up eye cups for long eye relief (compacts).

Non-slip rubber armor absorbs shock while providing a firm grip.



MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
13-0421	4 x 21	MID-SIZE	FREE	N/A	N/A	FULLY	900/724	*	6.0	10	FOLD DOWN	12/340	NO	NO
13-0552	5 x 25	COMPACT	CENTER	PORRO	BaK-4	FULLY MULTI	660/220	10/3	5.0	12	POP UP	15/425	NO	NO
13-0852	8 x 25	COMPACT	CENTER	PORRO	BaK-4	FULLY MULTI	475/158	10/3	3.1	12	POP UP	15/425	NO	NO
13-1052	10 x 25	COMPACT	CENTER	PORRO	BaK-4	FULLY MULTI	380/127	10/3	2.5	10	POP UP	15/425	NO	NO
* Note: Focu	ıs-free models are	e designed for vie	ewing distant sul	ojects. The close	e focus limit i	s subjective and d	ependent on the user	's eyesight.						





PERMAFOCUS^{**}

In a world that's complicated enough, these affordably priced Perma-Focus[™] binos are a relief for simple, fixed-focus, long-distance viewing. The wider field-of-view makes them ideal for spectator sports, distant wildlife observation or winter use with gloves. Thanks to quality fully coated optics the action is bright and crisp and the ergonomic rubber housing means you won't drop them – even with those gloves on.

MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
17-0825	8 x 25	COMPACT	FREE	PORRO	BK-7	FULLY	330/110	*	3.1	10	FOLD DOWN	9.3/263	NO	NO
17-3507	7 x 35	STANDARD	FREE	PORRO	BK-7	FULLY	578/193	*	5.0	12	FOLD DOWN	22.5/638	NO	YES
17-5007	7 x 50	STANDARD	FREE	PORRO	BK-7	FULLY	372/124	*	7.1	20	FOLD DOWN	27.2/771	NO	YES
17-5010	10 x 50	STANDARD	FREE	PORRO	BK-7	FULLY	393/131	*	5.0	14	FOLD DOWN	31/879	NO	YES
17-5012	12 x 50	STANDARD	FREE	PORRO	BK-7	FULLY	265/88	*	4.2	9	FOLD DOWN	31/879	NO	YES

8 x 25mm 17-0825

A convenient compact for quick viewing and simple carrying.

7 x 50mm 17-5007 **10 x 50**mm 17-5010 **12 x 50**mm 17-5012

Full-size and full-featured for optimum magnification at long distances.

The PermaFocus[™] Series Features:

Fully coated optics for superior light transmission and brightness.

Unique "Focus-Free" feature stays in focus at most viewing distances.

Magnify life.

Non-slip rubber armor absorbs shock while providing a firm grip.



POWERVIEW[™] **ROOF PRISM SERIES**

Travelers, nature observers and concert goers take note: The PowerView[™] series offers the largest line of Bushnell®-quality, affordable binoculars. No matter what your purpose, you'll find a variety of magnifications, styles and sizes, and fully coated optics for bright, vivid images. Standard-size models feature Insta-Focus® for fast and easy focus on moving targets. Our mid-size roof prism models with 32mm objectives provide increased brightness for low-light viewing conditions.



8 x 21 mm 13-2514 **8 x 21 mm** 13-2515 Camo A foldable compact that fits inside a pocket or purse.



10 x 25mm 13-2516 10 x 25mm 13-2517 Camo



Larger objective lenses for good light gathering and brighter images.

Wide field-of-view with 10x magnification makes these great long-range compacts.

The PowerView[™] **Roof Prism Series Features:**

BK-7 prisms for clear, crisp images.

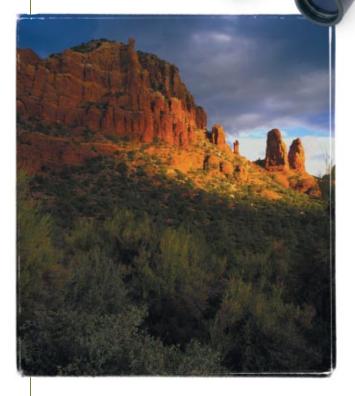
Fully coated optics for superior light transmission and brightness.

Non-slip rubber armor absorbs shock while providing a firm grip.

Contemporary styling.







	MODEL	MAGNI- Fication X Obj. Lens	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	RAIN GUARD,	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
1	13-0430	4 x 30	COMPACT	CENTER	N/A	N/A	FULLY	NO	650/217	20/6	7.5	15	FOLD DOWN	7.5/215	NO	NO
	*13-1516C	10X25	COMPACT	CENTER	PORRO	BK-7	FULLY	NO	304/92.6	15/4.5	2.5	9.8	FOLD DOWN	4.5/127	NO	NO
	*13-1517C	10X25	COMPACT	CENTER	PORRO	BK-7	FULLY	NO	304/92.6	15/4.5	2.5	9.8	FOLD DOWN	4.5/127	NO	NO
	13-2514	8 x 21	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	378/126	21/6.4	2.6	9	FOLD DOWN	7/195	NO	NO
	13-2515	8 x 21	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	378/126	21/6.4	2.6	9	FOLD DOWN	7/195	NO	NO
	13-2516	10 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	300/100	21/6.4	2.5	9	FOLD DOWN	8.5/242	NO	NO
	13-2517	10 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	300/100	21/6.4	2.5	9	FOLD DOWN	8.5/242	NO	NO
	13-1225	12 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	240/80	25/7.6	2.1	9	FOLD DOWN	11.3/320	NO	NO
	13-1226	12 x 25	COMPACT	CENTER	ROOF	BK-7	FULLY	NO	240/80	25/7.6	2.1	9	FOLD DOWN	11.3/320	NO	NO
	13-0832	8 x 32	MID-SIZE	CENTER	ROOF	BK-7	FULLY	NO	330/110	15/4.6	4.0	10	FOLD DOWN	12.5/354	NO	NO
	13-1032	10 x 32	MID-SIZE	CENTER	ROOF	BK-7	FULLY	NO	265/88	25/7.6	3.2	12	FOLD DOWN	12.4/350	NO	NO
	13-1232	12 x 32	MID-SIZE	CENTER	ROOF	BK-7	FULLY	NO	240/80	35/10.7	2.6	12	FOLD DOWN	11.5/325	NO	NO
	13-1632	16 x 32	MID-SIZE	CENTER	ROOF	BK-7	FULLY	NO	185/62	20/6	2.0	12	FOLD DOWN	12.4/353	NO	NO
	13-1633	16 x 32	MID-SIZE	CENTER	ROOF	BK-7	FULLY	NO	185/62	20/6	2.0	12	FOLD DOWN	12.4/353	NO	NO
	* New for 20	03										\frown				
											C	$\overline{\Lambda}$	lags	iq	, l	ife.

NEW

BUSHNELL 2003 CATALOG

16 x 32mm 13-1632 **16 x 32**mm 13-1633 Camo Among the most powerful compacts available.

POWERVIEW[™] MONOCULARS

10 x 25mm 13-1516C **10 x 25mm** 13-1517C Camo

Ultra-compact and lightweight 10x rubber-armored monoculars for backpacking and hunting. Choice of black or camouflage rubber armor.





*13-2050 20 x 50 STANDARD INSTAFOCUS PORRO BK-7

13-7016 7–15 x 35 STANDARD INSTAFOCUS PORRO BK-7

13-2140 7–21 x 40 STANDARD INSTAFOCUS PORRO BK-7

* New for 2003

BUSHNELL 2003 CATALOG

16 x 50mm 13-1650

One of the most powerful in their class, the 16x magnification allows for extreme distance viewing.

NEW

20 x 50mm 13-2050

Super high-powered surveillance binoculars for long-range, detailed viewing.

LENS COATING	RAIN GUARD,	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
FULLY	NO	340/113	6/1.8	3.1	12	FOLD DOWN	9.1/260	NO	NO
FULLY	NO	262/87	9/2.7	2.5	11	FOLD DOWN	9.1/260	NO	NO
FULLY	NO	235/78	10/3	2.1	10	FOLD DOWN	9.1/260	NO	NO
FULLY	NO	262/87@7x / 183/61@15x	6/1.8	3.5@7x / 1.6@15x	12	FOLD DOWN	11/315	NO	NO
FULLY	NO	170/57@9x / 95/32@27x	13/4	2.7@7x / 1.0@27x	7	FOLD DOWN	9.9/283	NO	NO
FULLY	NO	487/162	30/9.1	5.0	10	FOLD DOWN	19/539	NO	YES
FULLY	NO	368/112	20/6	5.3	15	FOLD DOWN	26.8/759.8	NO NO	YES
FULLY	NO	367/122	15/4.6	7.1	15	FOLD DOWN	26.5/750	NO	YES
FULLY	NO	341/114	20/6	5.0	10	FOLD DOWN	26/738	NO	YES
FULLY	NO	341/114	20/6	5.0	10	FOLD DOWN	25/709	NO	YES
FULLY	NO	265/88	40/12.2	4.2	7	FOLD DOWN	27/766	NO	YES
FULLY	NO	182/61	35/10.7	3.1	10	FOLD DOWN	29/819	NO	YES
FULLY	NO	170/57	45/13.7	2.5	9	FOLD DOWN	30/850.5	NO	YES
FULLY	NO	280/93@7x / 180/60@15x	45/13.7	5.0@7x / 2.3@15x	9	FOLD DOWN	22/624	NO	NO
FULLY	NO	288/96@7x / 172/57@21x	20/6	5.7@7x / 1.9@21x	9	FOLD DOWN	25/709	NO	NO

FALCON[™]

An exceptional go everywhere binocular makes the Falcon® a great companion for sporting events, sightseeing outings, nature study, backpacking, theatre or concerts. Features include guality Bushnell® porro prism coated optics for super sharp images. Affordably priced, and offered in two magnifications, these binoculars are sure to provide the detail you would have missed on your own.



Falcon[™] Series Features:

BK-7 porro prisms for bright. clear viewing.

Fully coated optics for superior light transmission.

Insta-Focus® system for fast focus on moving targets.

Non-slip rubber grip pads for secure grip in all weather conditions.



7 x 35mm 13-3410 An ideal all-round binocular with a wide field-of-view and plenty of power.



A great high-powered, long range binocular with a 50mm objective for a bright, clear view.

MODEL	MAGNI- FICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD-OF-VIEW ft@1000yds/ m@1000m	CLOSE FOCUS (ft/m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz/g)	WATER/ FOG PROOF	ADAPT TO TRIPOD
13-3410	7 x 35	STANDARD	INSTAFOCUS®	PORRO	BK-7	COATED	420/140	20/6	5	12	FOLD DOWN	21/595	NO	NO
13-3450	10 x 50	STANDARD	INSTAFOCUS®	PORRO	BK-7	COATED	300/100	25/7.6	5	9	FOLD DOWN	27/765	NO	NO

ACCESSORY KIT



There's no better way to maximize the performance of your Bushnell binoculars than our Accessory Kit. First and foremost, the upgraded neck strap is made of ultracomfortable neoprene - ideal for long outings. The Kit also includes a compact lens cleaning tool featuring a retracting brush, a micro fiber cleaning cloth – perfect for lens cleaning without leaving lint on the lens - and a cleaning solution specially formulated for lens surfaces.

NEW | 10-9999

Accessory Kit Features:

Upgraded neoprene neck strap. Lens cleaning tool with retracting brush. Micro fiber cleaning cloth. Specially formulated cleaning solution.

BINOCULAR TERMINOLOGY

A binocular consists of two optical systems that are joined by a hinge and (typically) share a common focusing mechanism. The ability to create an image for both eyes simultaneously provides a realistic perception of depth. Binoculars are available in a great variety of sizes, magnifying powers and features to suit any purpose or preference.

Prism Systems

The prism system of a binocular reduces the size needed to contain a long optical path and turns what would be an upside-down image right-side-up. There are two types of prism systems, roof and porro.

Roof Prism System

In roof prism binoculars the prisms overlap closely, allowing the objective lenses to line-up directly with the eye piece. The result is a slim, stream-lined shape in which the lenses and prisms are in a straight line. Roof prism binoculars are less bulky and more rugged than an equivalent porro model.



Porro Prism System

In porro prism binoculars the objective or front lens is offset from the eyepiece. Porro prism binoculars provide greater depth perception and generally offer a wider field-of-view.

Waterproof/Fogproof

Some binoculars are O-ring sealed and nitrogen-purged for total waterproof and fogproof protection. These models can withstand complete immersion in water and stay dry inside. The interior optical surfaces won't fog due to rapid temperature change or humidity.

Magnification (Power)

Binoculars are often referred to by two numbers separated by an "x". For example: 8x32. The first number is the power or magnification of the binocular. With an 8x32 binocular, the object being viewed appears to be eight times closer than you would see it with the unaided eye.



The second number in the formula (8x32) is the diameter of the objective or front lens. The larger the objective lens, the more light that enters the binocular and the brighter the image.



Prism Glass

Most optical prisms are made from borosilicate (BK-7) glass or barium crown (BaK-4) glass. BaK-4 is the higher quality glass yielding brighter images and high edge-to-edge sharpness.

Coated Optics

Lens surface coatings reduce light loss and glare due to reflection for a brighter, higher-contrast image with less eyestrain.

Types of Coatings:

Coated – A single layer on at least one lens surface. Fully Coated – A single layer on all air-to-glass surfaces. Multi-Coated - Multiple layers on at least one lens surface. Fully Multi-Coated – Multiple layers on all air-to-glass surfaces.

Field-of-View (F.O.V.)

The side-to-side measurement of the circular viewing field or subject area. It is defined by the width in feet or meters of the area visible at



1000 yards or meters. A wide-angle binocular features a wide fieldof-view and is better for following action. Generally, the higher the magnification, the narrower the field-of-view.



Resolution

Resolution, or definition, is the ability of a binocular to distinguish fine detail and retain clarity.

Exit Punil

Refers to the size of the circle of light visible at the eyepiece of a binocular. The larger the exit pupil, the brighter the image. To determine the size, divide the objective lens diameter by the power (an 8x32 model has an exit pupil of 4mm).

Eve Relief The distance a binocular can be held away from the eve and still

10x

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Eveglass Wearers – Evecups

eyestrain and is ideal for eyeglass wearers.

Bushnell[®] binoculars come with twist-up, pop-up or soft rubber fold down eyecups which go down for eyeglass wearers. These options allow everyone to see the entire field-of-view.

present the full field-of-view. Extended or long eye relief reduces



A "fine focus" adjustment ring usually provided around one eyepiece to accommodate for vision differences between the right and left eyes.



Our exclusive, patented, hydrophobic (waterrepellent) coating on which condensation from rain, fog or snow forms in much smaller droplets than on standard coatings. Smaller droplets scatter less light, which results in increased light transmission and a clearer image. Makes the binocular useful even when looking directly into the driving rain.

PC-3[®] Phase Coating

Found on the best roof prism binoculars, this chemical coating is applied to the prisms to enhance resolution and contrast. Would not provide an advantage on porro prism models.

Ruhher Armor

Rubber armor provides multiple benefits. It helps protect the binocular from the bumps and scratches that come with day-to-day use. It provides a comfortable gripping surface for a making them easier to hold on to. It's easy to wipe clean after a tough day in the field. And it suppresses noise if the binoculars bump aluminum or other non-rubber surfaces, which might otherwise spook wildlife.





Magnify life.