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## GPO, USA INTRODUCES PASSION™ HD BINOCULAR LINE

Midlothian, Va., February 6, 2017 — GPO USA, the industry's newest premium optics company, introduces the PASSION™ HD binocular portfolio. This product is German designed and engineered, and it combines quality, features, price and value for the benefit of the American hunter. The PASSION™ HD binocular lineup is built on a high-performance and highly durable magnesium frame and includes 42mm and 50mm objective lens models.

*"PASSION™ HD hits the core of what most serious hunters are using in the field. It is incredibly well built, optically breathtaking and will be immediately recognized as a leader in its space," says Michael Jensen, owner and CEO of GPO, USA. "Feature for feature, spec for spec, this product simply outshines other competitive premium European product lines."*

The PASSION™ HD binocular line will be initially offered in 8x42, 10x42, 8.5x50, 10x50 and 12.5x50 models. With a durable magnesium frame; pop-up locking center-focus diopter; smooth-rotating, aluminum, locking eyecups; and a magnesium micro-bridge that is built ergonomically for maximum hand-holding comfort, these binoculars will meet the needs of everyone looking for a high-performance field optic. Models include a wide-angle field of view, PASSIONdrop™ hydrophobic lens coatings, GPObright™ high transmission lens coating technology, extended eye relief, and close focus capabilities that are sure to please the optical enthusiast. Additionally, it comes with a custom molded hard case.

*"We packed this product with optical and technical features that far exceed the competitive rivals, and fought to keep pricing reasonable. Those of us who have suffered thorough horrible hunting conditions, been in freezing cold or extreme wet hunting environments, will appreciate a product like this," says Jensen.*

All GPO products purchased in the United States include the GPO, USA "Spectacular Lifetime Warranty." Full details of this warranty can be found at [www.gpo-usa.com](http://www.gpo-usa.com).

WE FIGHT – WE SUPPORT – WE CARE. GPO, USA is proud to contribute a portion of all sales proceeds to the following organizations: Rocky Mountain Elk Foundation, National Rifle Association, Safari Club International, and the American Birding Association. For additional information on these efforts, visit [www.gpo-usa.com](http://www.gpo-usa.com) or e-mail [gpocares@gpo-usa.com](mailto:gpocares@gpo-usa.com).

# Premium Binocular Portfolio

PASSION™ HD  
 8X42 | 10x42  
 8.5x50 | 10x50 | 12.5x50



Visible Magnesium Micro-Bridge for comfortable ergonomics



Extended eye relief



Transmission above 92%



PASSIONdrop™ hydrophobic coating



Weight less than 34oz. (50mm)  
 Weight less than 30oz. (42mm)



Tripod adaptable



Micro-Bridge



Machined aluminium eyecups tubes  
 Smooth sure stop Eyecup mechanics.



Central Focus wheel with integrated locking diopter



Magnesium body under armour  
 reduces weight and increases stability.



Double HD Glass with GPObright™ lens coating technology.



Custom Moulded Hard Case.



Item #	Model	Color	MAP	MSRP	UPC#
B600	8x42HD	Charcoal Black	\$ 979.99	\$1,088.88	852885007069
B620	10x42HD	Charcoal Black	\$ 999.99	\$1,111.10	852885007076
B640	8.5x50HD	Charcoal Black	\$1,199.99	\$1,333.32	852885007083
B660	10x50HD	Charcoal Black	\$1,249.99	\$1,388.88	852885007090
B680	12.5x50HD	Charcoal Black	\$1,299.99	\$1,444.43	852885007106

## About GPO, USA

GPO, USA is an American-based company that creates and sells premium outdoor sporting optics to avid outdoor enthusiasts who seek high-quality premium optics for their sport. Based in Midlothian, Va., the company is owned and operated by Michael Jensen, an outdoor industry veteran who has successfully assisted in leading numerous premium brands such as Zeiss, Swarovski, Remington and Marlin to benchmark success levels. GPO, USA works in tandem with GPO, GbmH, which is a German-based company that is owned and operated by Richard Schmidt, who is the former CEO of Carl Zeiss Sports Optics, GmbH. GPO, GmbH is the global owner of the GPO brand. Together, GPO, USA and GPO, GmbH design, engineer and produce optics that meets the highest specification in the products' price/class segments. GPO, USA is committed to enhancing the experience of outdoor enthusiasts by offering premium products with better features for similar prices or similar-quality premium products at better prices. GPO, USA is unique because it creates premium sporting optics and offers one of the best warranty service policies in the industry, while it publicly supports select organizations that protect conservation, our country and our constitutional rights. For more information about GPO, USA visit [www.gpo-usa.com](http://www.gpo-usa.com) or e-mail [info@gpo-usa.com](mailto:info@gpo-usa.com).

**PASSION™ HD**  
**Technical Specifications**

Optical parameter	Description	Value	8x42	10x42	8.5x50	10x50	12.5x50
<b>Magnification</b>			8x	10x	8.5x	10x	12.5x
<b>Field of View (FOV)</b>		ft/1000y	375	336	315	309	286
<b>Field of View (FOV)</b>		m/1000m	125	112	105	103	95
<b>Objective diameter</b>	Effective diameter	mm	42	42	50	50	50
<b>Ocular diameter</b>	Effective diameter	mm	42.4	42.4	42.4	42.4	42.4
<b>Exit pupil diameter</b>	Measurement of the pupillary ocular beam	mm	5.25	4.2	5.88	5	4
<b>Eye Relief</b>	From the last optical surface	inches	0.77	0.67	0.77	0.77	0.65
<b>Eye Relief</b>	From the last optical surface	mm	19.5	17	19.5	19.5	16.5
<b>Housing</b>	Main body and hinge		magnesium	magnesium	magnesium	magnesium	magnesium
<b>Close focus</b>	Shortest focal distance	feet	6.5	6.5	9.8	9.8	9.8
<b>Close focus</b>	Shortest focal distance	meters	2	2	3	3	3
<b>Interpupillary Distance (IPD)</b>	Center pupil to center pupil measurement	mm	57-75	57-75	58-76	58-76	58-76
<b>Diopter Adjustment range</b>			+4 / -4	+4 / -4	+4 / -4	+4 / -4	+4 / -4
<b>Waterproof</b>	Mbars		500	500	500	500	500
<b>Prism type</b>			Schmidt-Pechan	Schmidt-Pechan	Schmidt-Pechan	Schmidt-Pechan	Schmidt-Pechan
<b>Transmission Daylight</b>	ISO 14490-5:2005	Total transmission	91%	91%	91%	91%	91%
<b>Height</b>	Without covers	inches	2.2	2.2	2.5	2.5	2.5
<b>Height</b>	Without covers	mm	56	56	64	64	64
<b>Width</b>	Fully extended	inches	5.1	5.1	5.3	5.3	5.3
<b>Width</b>	Fully extended	mm	130	130	135	135	135
<b>Length</b>	At outside diameter	inches	6.1	6.1	6.9	6.9	6.9
<b>Length</b>	At outside diameter	mm	156	156	175	175	175
<b>Weight</b>	Without covers	ounces	29.3	29.6	33.2	33.9	34.1
<b>Weight</b>	Without covers	grams	830	840	940	960	965