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GPO, USA INTRODUCES PASSION™ ED BINOCULAR LINE

Midlothian, Va., June 19, 2017—GPO, USA, the industry’s newest premium optics company, introduces the PASSION™ ED binocular portfolio. This product is German designed and engineered, combining quality, features, price and value for the benefit of the American hunter, birder or outdoor enthusiast. The PASSION™ ED binocular lineup is built on a high-performance and highly durable magnesium frame and includes 32mm and 42mm objective lens models.

“PASSION™ ED will set a new benchmark for this industry by offering the highest quality/value ratio seen. Optically, it’s excellent as expected from a GPO product, but we have also incorporated features into this binocular that are normally seen in products priced significantly higher,” says Michael Jensen, owner and CEO of GPO, USA.

The PASSION™ ED binocular line will be initially offered in 8x32, 10x32, 8x42, and 10x42 models. With smooth-rotating aluminum locking eyecups and a magnesium micro-bridge and main core ergonomically built for maximum hand-holding comfort, these binoculars will meet the needs of everyone looking for a high-performance entry-premium field optic. Models include a wide-angle field of view, GPObright™ high-transmission lens coating technology boasting 90% light transmission, extended eye relief, and close-focus capabilities that are sure to please the optical enthusiast. Waterproof and nitrogen-purged for fog-proof capability, the line features phase-coated prisms for optical performance and an included custom molded hard case. All models are available in four colors: Charcoal Black, Deep Green, Desert Sand, and Dark Brown Earth.

“We set a goal to break barriers in the binocular market with this product . . . and we hit those goals,” 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 gpo-usa.com.

WE FIGHT—WE SUPPORT—WE CARE. GPO, USA is proud to contribute a portion of all sales proceeds to the Rocky Mountain Elk Foundation, National Rifle Association, Safari Club International, and American Birding Association. For additional information on these efforts, visit gpo-usa.com or e-mail gpocares@gpo-usa.com.

Entry-Premium Binocular Portfolio



PASSION™ ED Binocular

8x32 | 10x32 | 8x42 | 10x42

- Aluminium eyecup tubes**
Smooth sure stop Eyecup mechanics.
- Soft-touch rubber coating**
- Magnesium body**
reduce weight and increase stability.
- ED Objective Glass with GPObright™ lens coating technology.**
- Machined aluminium dioptré ring.**
- Magnesium micro bridge**
for a comfortable ergonomics
- Outstanding field of view**
- ED Glass**
- Lightweight, 17.6 oz. (8x32)**
- Transmission above 90%**
- Custom moulded hard carrying case**

Model	Item# / Color	MAP	MSRP
8x32ED	B300-Charcoal Black / B301-Deep Green / B302-Desert Sand / B303-Dark Brown Earth	\$ 359.99	\$ 399.99
10x32ED	B320-Charcoal Black / B321-Deep Green / B322-Desert Sand / B323-Dark Brown Earth	\$ 379.99	\$ 422.21
8x42ED	Charcoal Black	\$ 379.99	\$ 422.21
10x42ED	Charcoal Black	\$ 399.99	\$ 444.43

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. Headquartered in Midlothian, Va., GPO owned and operated by outdoor industry veteran Michael Jensen, 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 German-based GPO, GbmH, owned and operated by Richard Schmidt, 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 meet the highest specifications within 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 publicly supporting select organizations that protect conservation, our country, and our constitutional rights. For more information about GPO, USA visit gpo-usa.com or e-mail info@gpo-usa.com.

GPO BINOCULAR TECHNICAL SPECIFICATIONS

Optical parameter	Description	Value	PASSION ED	PASSION ED	PASSION ED	PASSION ED
			8x32	10x32	8x42	10x42
Magnification			8x	10x	8x	10x
Field of View (FOV)		ft/1000y	410	316	426	340
Field of View (FOV)		m/1000m	136	105	142	113
Objective diameter	Effective diameter	mm	32	32	42	42
Ocular diameter	Effective diameter	mm	35	35	39.5	39.5
Exit pupil diameter	Measurement of the pupillary ocular beam	mm	4	3.28	5.25	4.2
Eye Relief	From the last optical surface	inches	0.63	0.59	0.7	0.63
Eye Relief	From the last optical surface	mm	16	15	18	16
Housing	Main body and hinge		magnesium	magnesium	magnesium	magnesium
Close focus	Shortest focal distance	feet	6.6	8.2	6.6	8.2
Close focus	Shortest focal distance	meters	2	2.5	2	2.5
Interpupillary Distance (IPD)	Center pupil to center pupil measurement	mm	56-73	56-73	56-75	56-75
Diopter Adjustment range			+3 / -3	+3 / -3	+3 / -3	+3 / -3
Waterproof	Mbars		200	200	200	200
Prism trpe			Schmidt-Pechan	Schmidt-Pechan	Schmidt-Pechan	Schmidt-Pechan
Transmission Daylight	ISO 14490-5:2005	Total transmission	90%	90%	90%	90%
Height	Without covers	inches	1.7	1.7	2.2	2.2
Height	Without covers	mm	44	44	55	55
Width	Fully extended	inches	4.6	4.6	5.1	5.1
Width	Fully extended	mm	118	118	130	130
Length	At outside diameter	inches	4.9	4.9	5.7	5.7
Length	At outside diameter	mm	125	125	145	145
Weight	Without covers	ounces	17.6	17.6	23.6	23.6
Weight	Without covers	grams	500	500	670	670