

**NEWS RELEASE**

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**GPO Spectra™ Reflex Dot: The Next Generation of a Reflex is Here**

**RICHMOND, Va. (Jan. 9, 2023) —** GPO USA has announced its entrance into the reflex sight market with the introduction of its new GPO Spectra™ Reflex sight. For quick target acquisition made for pistols and MSR shooting, nothing helps more than a high-quality red dot sight. This new introduction offers next generation red dot technology from GPO with the highest quality dense polymer lenses that are fully multi-coated with GPO’s proprietary GPObright™ high transmission technology.

“All GPO products are the result of decades of market experience, combined with German engineering skills and trusted production partners – all 100 percent tested in Germany,” said Mike Jensen, GPO USA’s owner and CEO. “Any company that manufactures riflescopes and observation optics today must know the shooting sports customer, what they use optics for and precisely what matters to them. That is our mission. And we’ve used this knowledge and experience to design and manufacture the next generation of reflex sights with our new GPO Spectra Reflex Dot Sight.”

The features and benefits of this new sight are voluminous. The built-in photo sensor adjusts the brightness of the 3mm red dot automatically depending on the outside/inside light conditions. There is no rubber push button which easily damages during extended usage; the device is all-the-time ready to go. A built-in motion sensor will switch the device automatically on or off, extending battery life up to an astounding 40,000 hours. Also, the battery is placed in a sealed drawer on the side of the device, making it unnecessary to dismount the device and zero it again when changing the battery. The battery drawer can be removed without tools, and the time to change the battery is less than one minute. Also, the windage and elevation turrets offer tactile clicks by turning and adjusting them with a small tool. The user can feel each of the clicks which ensures the adjustments needed for precise zeroing.

Measuring just .90 inches tall x 1.04 inches wide x 1.6 inches long (23x26.5x40.6 mm) and weighing a scant 0.78 oz. (22 grams) – nearly 15 percent less than comparable sights -- the GPO Spectra Pistol Dot Sight will mate with virtually any modern semiautomatic handgun, or it comes with a picatinny rail mount for any modular sporting rifle. The polymer lens measures 0.87 x 0.63 inches (22 x 16 mm). It features a black anodized aluminum housing, is fully waterproof, and is powered by a single CR1632 battery.

The GPO Spectra Reflex Dot Sight has a suggested retail price of $379.99, it is available at retailers nationwide and conveniently at [www.gpo-usa.com](http://www.gpo-usa.com). All GPO products are backed by the best lifetime warranty and service in the industry, GPO’s exclusive Spectacular Lifetime Warranty™. More information is available at [www.gpo-usa.com](http://www.gpo-usa.com) or by calling 844-MY BINOS (844-692-4667.)

Be sure to visit us January 17-20 at SHOT Show 2023 in Las Vegas, Expo Level 2, Booth 11053.

**About GPO USA**

German Precision Optics was founded on the premise that design, engineering and quality management is 100 percent controlled in Germany to its strictest standards, yet products can be produced at some of the largest production facilities around the world. This unique corporate structure allows GPO to offer the highest quality products with better features at a significantly better price. The company is 100-percent confident that all of its products will not only function perfectly but will exceed all expectations. Therefore, GPO USA has created an industry-leading Spectacular Lifetime Warranty™. With outstanding professional service, GPO USA will take care of its products before, during, and after the purchase at no charge—EVER. Founded in 2016, GPO has its US headquarters in Richmond, VA. For more information on GPO US visit [www.gpo-usa.com](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667.)

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