

Now, we've got the *finest* retailers in our sights.

Kowa has created the *finest* binoculars and scopes ever made, for sports enthusiasts who can clearly see the difference perfection makes.

Why is it that Kowa optics are so clearly superior to all the others? It's because no other company is as focused on producing the ultimate lens and the perfect viewing experience. Each Kowa scope and binocular delivers optical precision and refinement that has to be seen to be truly appreciated.

A track record of high performance.

Kowa began producing opera glasses, projector lenses and finally sporting scopes in 1952, and set out to re-think lens technology. They held the patent on the Z-Prism System that other makers quickly tried to copy when the patent ended. By the 1960's Kowa's optical performance was so superior, they were selected as the Official Scopes for Sports Shooting in the 1964 Olympic Games.



Word of their light gathering and accuracy spread, and soon many armed forces operations were deployed with Kowa scopes and binoculars. Kowa's advanced products are utilized by NASA, and are standard issue for the United Nations peace keepers and the optics of choice on many Special Forces missions.

*What the pros are looking for.*

Outdoor enthusiasts have recognized Kowa's viewing experience can't be duplicated. Bird watchers marvel at the remarkable detail. Hunters rely on Kowa's enhanced brilliance and resolution under the most trying conditions. And champion shooters are sold on Kowa's uncompromised accuracy. In fact, David Tubb, National NRA Sharpshooting Champion for 11 of the past 12 years has relied on Kowa as his targeting scope.



Kowa has *perfected* sporting optics down to the smallest detail.

When customers look to you for the right sporting optics for their needs, look to Kowa's product line to give them the performance they want. From our high-end Prominar series with fluorite crystal lenses down to our compact, ultra-lightweight scope and binocular products, Kowa offers outdoor enthusiasts the kind of performance they can't get from any other optics brand. And when your customers are looking for digiscoping solutions, Kowa is the recognized innovation leader in providing enthusiasts with integrated digital and video adapter solutions.

*You won't see any better than this.*

Kowa is for the sports enthusiast who demands the best of the best. Large objective lenses with heightened light-gathering power provide bright, distortion-free images. The pinnacle of this technology are our Prominar models with fluorite-crystal lenses, strong die-cast aluminum housings and individual focus systems. Housings are waterproof and filled with dry nitrogen gas to prevent fogging.

*Our binoculars make a strong case for performance.*

Kowa's binoculars are tough and accurate. They'll stand up to the toughest terrain and weather conditions. The High Lander series bino-telescope offers greater resolution with their 82mm objective lenses, and high-impact die-cast aluminum housing that is lightweight, waterproof and compact. The BD42/32/25 High Performance series binoculars are ergonomically designed to optimize ease of use. Both compact and lightweight, and designed to offer professional-level performance from Schmidt-Pechan prisms with Kowa's exclusive C<sup>3</sup> coating. This new coating technology provides substantially higher reflectivity and accurate color reproduction. Twist-up eyecups, ergonomic grips and a quick response focus mechanism makes viewing a pleasure.

PROMINAR



See the *best* you can see.



*Spotting scopes designed to make sports enthusiasts better.*

Ergonomic design is married to unmatched optical clarity in Kowa's spotting scopes. Size, shape and feature functionality have all been scaled for comfort as well as performance. Enjoy world-class performance thanks to Kowa's most advanced TSN-820M spotting scope series. These scopes offer a huge 82mm objective lens that provide outstanding light-gathering power for enhanced brightness and accurate color reproduction, dawn to dusk. The mid-range TSN-660 series scopes feature a 66mm diameter lens that is larger than other competitive brands to ensure a brighter field of view. Optics that satisfy the needs of users from beginning bird watchers and hunters, all the way to championship shooters and big game trophy hunters. The TSN-600 series scopes are ultra lightweight and provide maximum performance with minimum bulk in the field. The exceptionally lightweight body houses sophisticated optics featuring a 60mm fully multi-coated objective lens and an advanced prism system. The ultra-compact TS-500 series scopes are small in size, yet big in performance.

*We've hidden some of our best features.*

The introduction of Realtree™ Camouflage patterns on Kowa's BD42 and BD32 binoculars and the highly acclaimed TSN-602 scope makes these optically advanced instruments virtually invisible. This special pattern now gives sportsmen an advantage in the field they've never had before. They're compact, lightweight and protected by durable, waterproof housings. And all feature our unmatched optical clarity and precision focusing.

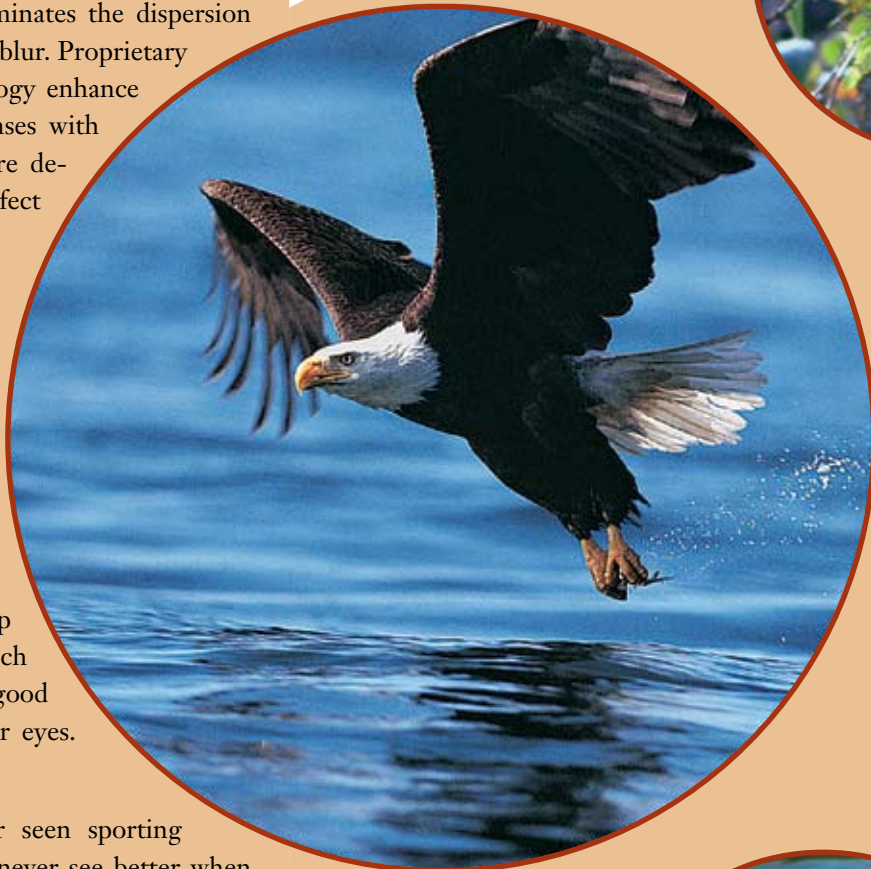
Clearly a *superior* lens.

The heart and soul of any optical instrument is its lens. And Kowa's is unique. They are the only optics manufacturer to use a special process to create true fluorite crystal—a compound that eliminates the dispersion of color light waves that cause blur. Proprietary polishing and coating technology enhance resolution and clarity, and lenses with even microscopic distortion are destroyed. Anything less than perfect isn't tolerated.

Take a look, you'll be *impressed*.

The only way to experience Kowa's clear optical advantages is to look through a scope or binocular. Then, look at all the thought and craftsmanship that goes into the housings. Each piece fits precisely. They feel good in your hand and against your eyes. And they're perfectly balanced.

Inside and out, you've never seen sporting optics like Kowa. And you'll never see better when you're looking through one.



## Kowa is aiming at giving you all the *support* you need.

Selling customers on Kowa's quality has always been easy—they just had to take one look through our scopes or binoculars. Now, we're making selling Kowa's product line a whole lot easier with some great new merchandising and advertising programs.

### Ads that will *add* to your bottom line.

We've launched a national advertising program, with full color ads appearing in Gray's Sporting Journal, Bowhunting World, Woman's Outlook, Birders, American Hunter, Wild Bird and Birder's World. New products will be highlighted, as well as our best sellers, so make sure you're stocked with Kowa's sport optics.



### Our sponsor's *message*.

Kowa will continue its sponsorship program by supporting a number of special events and shooting groups, including the NRA's National Amateur Junior Team, National Rifle & Pistol Matches, Regional Bird Watching Competitions along with on-going support of the U.S. Olympic Development program.

### More in-store is *in store*.

We've beefed-up our budget for in-store merchandising and sales promotions. Our programs will be at the industry forefront, and you'll have new, high-impact collateral materials designed to generate interest in Kowa products on your retail sales floor.

### We're going *public* with our news.

Kowa has embarked on a massive public relations campaign including field tests, product reviews and focus groups within the industry to generate greater awareness of our innovations, and to focus the spotlight on our newest products.

### Come along for the *ride*.

We'll be giving away a Kawasaki Mule™ 3010 Camo off-road utility vehicle to one lucky winner—and it could be you! All you have to do is complete the product warranty card for your customers and mail in the card. The more times you enter the more chances you will have to win!



Crystal Clear Optics™

FIRST, WE AIMED  
AT THE OLYMPICS  
NEXT, WE SET OUR SIGHTS  
ON BIRDERS  
THEN, WE DREW A BEAD  
ON SHARPSHOOTERS



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