



# Press Release

A PromarkBRANDS Company

**FOR IMMEDIATE RELEASE**

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## **KITE OPTICS APC STABILIZED BINOCULARS NOW AVAILABLE IN THE US**

Hampstead, MD- February 21, 2022 **OMEGA BRANDESS IS PLEASED TO ANNOUNCE THE U.S. DISTRIBUTION OF APC STABILIZED BINOCULARS FROM THE BELGIAN SPORT OPTICS BRAND KITE OPTICS. THE REVOLUTION IS HERE STABILIZATION AS NEVER SEEN BEFORE.**

At KITE OPTICS, a Belgian family run company, they have been working on the development of high-precision optical instruments for nature observation since 1992. They strive for excellent optical performance and mechanical quality in their binoculars and scopes. Their passion is to combine these characteristics with one of the best after-sales services in the world. This way, consumers can experience the KITE difference, both in the field and beyond.

Innovation in binoculars has basically stood still for 25 years. KITE OPTICS has known for several decades that there is indeed a future in stabilized observing, and that it may be the only path that can truly revolutionize the world of observation optics. Their mission had become clear 10 years ago: How to build stabilized binoculars that, unlike existing systems, can be used as comfortably and carefree as conventional binoculars. In a word, **INNOVATION**



Many IS binoculars rely on large central positioned prisms for their stabilization, or stabilize by lens shift just like camera lenses. This design is responsible for the large size and weight of many of the existing models. Also, stabilizing heavy optics, requires an enormous amount of energy from the internal motors, which results in reduced battery performance. Another result of this design is sluggish and inaccurate movement of the optics. Therefore in most image stabilized binoculars the maximum correction angle is purposely limited so you get an accurate and stable image, however they can only correct for small vibrations, not for large movements like gusts, a boat, arm fatigue, etc.

Using small/compact Schmidt Pechan roof prisms, as seen in today's top end conventional binoculars, allows for large correction angles with unseen accuracy. The physical challenges to achieve this were incalculable, and could only be made possible thanks to a completely new insight, patented software combined with state-of-the-art technology in the field of gyro sensors and accelerometers.

The optical system of the KITE APC is not simply stabilized passively by a gyroscope. The KITE APC binoculars are an active system. Numerous sensors controlled by complex software detect the position in space of both the optical elements, and that of the chassis and the internal optical path.

This creates a special harmony between the components, resulting in an unprecedented efficiency of stabilization. It's almost like the device anticipates movement, rather than merely correcting it after a detected movement. The result? **A REVOLUTION IN:**

**STABILIZATION-** The tech allows the instrument to correct the image stability by up to 3°, or 5.3 meters at a distance of 100 meters, or 53 meters at 1000 meters. In other words, 6 times more. This will allow perfectly stable images not only from a trembling hand, but even from a driving car or a boat in strong sea.

**BATTERY PERFORMANCE-** Extending the previously standard battery performance by 30 to 60 times. In addition, the KITE APC is equipped with automatic angle detection, saving battery life during use. The unit automatically turns on when you need it, and turns off when you stop observing. A heavy user will only need to replace the 2 AA batteries a few times a year. For optimal performance, lithium AA batteries are recommended, which can be found anywhere in the world.

**SIZE AND WEIGHT-** The use of the Schmidt Pechan roof prism reduces the size and weight of the devices to less than half of existing image stabilizers. KITE image stabilized binoculars are as compact and even lighter than standard roof prism binoculars with equal objective diameter.

**OPTICAL PERFORMANCE-** Like other KITE products, the stabilized binoculars enjoy an impeccable quality in glass, with surfaces treated with the KITE MHR ADVANCE coatings, which guarantee excellent optical performance. The field of view is characterized by natural color reproduction and excellent sharpness.

**PRICE-** The compactness and efficiency of the system keeps the price considerably low. The KITE APC guarantees an unbeatable price/quality ratio, but above all an unseen price/performance ratio.



## **KITE OPTICS PM LINE**

THE KITE OPTICS APC PRO MARINE line is dedicated to sectors such as marine, industrial, defense, law enforcement and security. The PM models are tailored to the specific use in these sectors, and are equipped with modifications and accessories that allow them to operate in extreme conditions.

### **About Kite Optics**

KITE OPTICS, a Belgian family run company has been working on the development of high-precision optical instruments for nature observation since 1992. They strive for excellent optical performance and mechanical quality in their binoculars, scopes and accessories. Their passion is to combine these characteristics with one of the best after-sales services in the world. This way you can experience the KITE difference, both in the field and beyond.

## About OmegaBrandess

OmegaBrandess, a PromarkBRANDS company, has manufactured and distributed photographic and imaging products for over 75 years. Together OmegaBrandess Distribution and their parent company, PromarkBRANDS, supplies the photography industry with tens of thousands of products. 410-374-3250 or visit [www.omegabrandess.com](http://www.omegabrandess.com).

				
KITE OPTICS APC	10x30	12x30	12x42	16x42
Magnification	10x	12x	12x	16x
Objective lens diameter (mm)	30	30	42	42
Exit pupil (mm)	3	2.5	3.5	2.62
Min. close focus (m)	2.6	2.6	4	4
Field of view (m/1000m)	96	91	67	68
Field of view (degrees)	5.5	5.2	3.85	3.9
eye relief (mm)	17	17	17	14
interpupillary distance (mm)	74-54	74-54	74-54	74-54
Height (mm)	165	165	184	184
max width (mm)	133	133	128	128
min width folded (mm)	113	113	128	128
Weight (g)	615	620	720 (no battery)	735 (no battery)
Twilight factor	17.3	19	22.4	25.9
dioptric compensation (+/-)	3	3	3	3
waterproof	IPX 6	IPX 6	IPX7	IPX7
gas filled	no	no	yes	yes
functional temperature	-10°C / 50°C	-10°C / 50°C	-20°C / 55°C	-20°C / 55°C
light transmission (%)	86	84	NC	NC
warranty (years)*	30	30	30	30
* warranty electronics (years)	2	2	2	2
stabilization correction angle (degrees)	3	3	2	2
battery life (hours)	36	36	120 (including use of the internal spare battery)	120 (including use of the internal spare battery)
angle power control (APC)	yes	yes	yes	yes
sleep timer (minutes)	yes (90)	yes (90)	yes (90)	yes (90)
low battery indicator	yes	yes	yes	yes
batteries (not included)	2x AA	2x AA	2x AA ( + 2xAA spare battery)	2x AA ( + 2xAA spare battery)
RETAIL PRICE				