



# DA TARGETS UNVEILS HIT IQ™ TARGET SYSTEM AT SHOT SHOW

*Next-Generation Live-Fire Target Technology Delivers Real-Time Hit Detection, Data, and Automatic Scoring*

*Las Vegas, NV – SHOT Show 2026 – DA Targets, a leader in advanced live-fire training solutions, today announced the debut of the HIT IQ™ Target System (patent pending), a next-generation smart target platform designed to modernize live-fire training for military, law enforcement, and professional users.*

*The HIT IQ system integrates **self-healing target technology** with **advanced thermal sensor hit detection**, onboard processing, and wireless connectivity to deliver real-time feedback and shot data directly to a user device—eliminating manual scoring while preserving realistic live-fire conditions.*

*“With all the technology available in 2025, the military and law enforcement are still largely shooting paper and steel and manually scoring targets,” said **Ryan Seidel, President of DA Targets**. “There has been no real breakthrough in target technology in decades. We’re here to change that by bringing real-time data, feedback, and intelligence directly into live-fire training.”*



## **Built for Real-World Training**

Unlike legacy electronic target systems that rely on fragile sensors or only detect supersonic ammunition, HIT IQ is purpose-built for operational environments. The system detects impacts across **all pistol and rifle calibers**, captures precise hit-location data, automatically scores each hit, and wirelessly transmits results to a tablet or control device for immediate review and after-action analysis.

## **Designed with Military & Law Enforcement in Mind**

HIT IQ was developed with direct input from professional end users and is currently undergoing evaluation for military and law enforcement applications. The system **supports objective performance measurement** and **streamlined after-action review**, while maintaining the durability required for high-volume live-fire ranges.

"Our goal was to create a system that survives real ranges, supports real training, and delivers real data," Seidel added. "If it slows instructors or training down and can't take abuse, it doesn't belong on the range."



### **SHOT Show Demonstration**

DA Targets is showcasing the **HIT IQ™ Target System** at **Booth #60506**, with live demonstrations and private briefings available for qualified military, law enforcement, and industry partners.

### **About DA Targets**

DA Targets designs and manufactures advanced live-fire target systems for military, law enforcement, and professional training environments. Known for its **self-healing, color-changing target technology**, DA Targets continues to push innovation in realistic, data-driven firearms training.