

## MaxView™ Optics to Display the New MaxCam™ Series of Products at the 2026 SHOT Show

Las Vegas, NV – MaxCam™, a technology brand owned by MaxView™ Optics, today announced its participation in the 2026 SHOT Show. The show will be taking place Jan 20th-23rd in Las Vegas, Nevada.

SHOT Show, arguably the largest venue for shooting and hunting industry members, is the perfect event to reintroduce this proven action camera technology, formerly known as Tactacam™, under new ownership and a new name. The first MaxCam™ product, the MaxCam7, is a rugged point-of-view camera engineered to capture high-resolution assets afield, including 4K video, slow-motion video, and variable magnifications, with advanced image stabilization.

The MaxCam7 will be supported by a full line of accessories, reassuring effortless capture, no matter your pursuit or outdoor activity. The MaxCam7 and the full line of accessories will be showcased in the brand's SHOT Show booth. This complete product suite carries the goal of restoring availability, enhancing reliability, and driving innovation for users who depend on hands-free video capture in the field.



“We’re incredibly excited to reintroduce this trusted camera technology to the outdoor market under our team’s direction,” said Jason Fuller, Chief Operating Officer at MaxCam™. “Hunters and outdoor enthusiasts have come to rely on intuitive, high-performance POV solutions to document their experiences. With the new MaxCam™ lineup, our focus is on both honoring that legacy and pushing the technology forward with products that deliver dependable performance in real-world conditions.”

MaxCam™ marketing and public relations is being directed by the team at [Hunt Camp Company](https://www.huntcampcompany.com). To schedule an appointment with the team at MaxCam™ or to align media coverage at the show, attendees can send an email to [digital@huntcampcompany.com](mailto:digital@huntcampcompany.com) to confirm arrangements.

For more information about MaxCam™ and the 2026 line of MaxCam™ series of products, visit [www.maxviewoptics.com](https://www.maxviewoptics.com). To stay socially engaged with MaxCam™, follow along on the [MaxCam Instagram](#) or [MaxCam Facebook](#).

### About MaxView™ Optics and MaxCam™ Products

MaxView™ Optics is based at 1905 1<sup>st</sup> Avenue, Windom, MN 56101. They are dedicated to delivering dependable, high-performance optical and video solutions for hunters and outdoor enthusiasts. Built on proven technology and a commitment to product support, MaxView™ Optics focuses on tools that perform when it matters most.

**MaxView™ Optics and MaxCam™ Media**

For media inquiries regarding MaxView™ Optics and the MaxCam™ series of products, please contact the Hunt Camp Company team at [digital@huntcampcompany.com](mailto:digital@huntcampcompany.com) .