



The finest optics plus advanced digital imaging.

# Magnify life, capture it and take it with you.



>> MAGNIFY TECHNOLOGY

SPORTS IMAGING

**Save life's best forever.** Take the superior optical engineering that produces the world's brightest binoculars and the finest spotting scopes in the field, combine it with our cutting-edge digital imaging technology and you have ImageView. Our ImageView spotting scope now has a Sync Focus design that sharpens the digital image and the image you're seeing simultaneously. And you can easily switch from viewing on the built-in LCD to viewing through the eyepiece. Read on, and you'll also find a Sync Focus Instant Replay binocular that can record video. And our handy ImageView series. All built for the rugged demands of your outdoor lifestyle. There are some experiences you wish would never end. Some innovative thinking by your friends at Bushnell gives you the next best thing.

**Sync Focus Feature.**  
Now on our ImageView spotting scope and Instant Replay binoculars, the Sync Focus feature is a parallel focus system that sharpens the digital image and the image through the scope's or binos' optics simultaneously. The synchronized light path also permits the user to switch between viewing through the camera's LCD and the scope or binocular's eyepiece.



DIGITAL CAMERA



IMAGEVIEW PHOTO

**The ImageView® Difference.** ImageView Binoculars capture digital images through their 8x optics. This provides picture quality dramatically superior to what you get by trying to "blow up" part of a photo from a regular digital camera.



**Flip-Up LCD Screen.**  
Available on our top of the line ImageView cameras, the flip-up color LCD screen allows you to see your shot before you snap and then see it again.

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# Seize the moment. And take it with you.

**When memories fade, print another copy.** We combined the outstanding optical performance of Bushnell® binoculars with a high-resolution digital camera, so you could see the moment with amazing clarity and save it to memory – built-in RAM or SD card – with the push of a button. ImageView® binoculars are compact enough to fit in a pocket and come in a variety of models to suit everyone from sports fans to adventure travelers. Remember these, and unforgettable moments are a lot easier to come by.

**8x 30mm**  
118322  
2.1MP still pictures  
16MB internal memory  
SD card slot



**FEATURES:** SD-card slot | Tripod socket | Remote shutter cable | USB port | USB cable included



**8x 30mm**  
110833  
3.2MP still pictures  
16MB internal memory  
SD card slot  
1.5" flip-up LCD

**10x 25mm**  
111026  
VGA still pictures  
8MB internal memory  
SD card slot



**10x 25mm**  
111211  
VGA still pictures  
8MB internal memory  
SD card slot  
1.25" color LCD



**Why use a Bushnell ImageView?** The lenses on typical digital cameras simply do not provide enough magnification to deliver a real close-up view of distant subjects. Blowing up the image (cropping and enlarging) using computer software simulates a more powerful lens, but with a great reduction in quality. Our ImageView Digital Imaging Binoculars capture the image through their 8x camera optics. This means your photo subjects will actually appear eight times closer (not possible with a "3x" or "5x" zoom camera lens), and will be much sharper than what you get by trying to "blow up" part of the photo from a regular digital camera. The comparison (right) shows the dramatic difference.



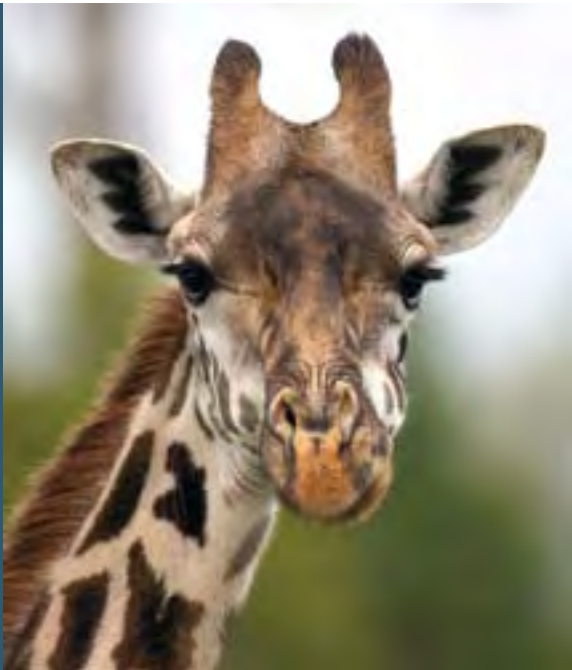
**NO MAGNIFICATION**  
(picture taken with typical digital camera)



**DIGITAL CAMERA**  
(picture blown up to match ImageView photo)



**IMAGEVIEW PHOTO**  
(taken at same time)



MODEL	MAGNIFICATION X OBJ. LENS	SIZE CLASS	BINO. FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD OF VIEW (ft. @ 1000 yds. / m @ 1000 m)	CLOSE FOCUS (ft. / m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz. / g)	ADAPT TO TRIPOD	BATTERY
110833	8x 30	Compact	Center	Roof	BK-7	Fully	320 / 107	10 / 3	3.75	15	Fold-Down	14.8 / 419	Yes	AAA (2)
118322	8x 30	Compact	Center	Roof	BK-7	Fully	320 / 107	10 / 3	3.75	15	Fold-Down	14.5 / 411	Yes	AAA (2)
111026	10x 25	Compact	Center	Roof	BK-7	Fully	290 / 97	12 / 3.6	2.5	10	Fold-Down	10 / 283	Yes	AAA (2)
111211	10x 25	Compact	Center	Roof	BK-7	Fully	290 / 97	12 / 3.6	2.5	10	Fold-Down	11.2 / 318	Yes	AAA (2)

For everyone from sports fans to adventure travelers, the Image View is ideal for viewing and recording the action. Our premium model features 8x binocular magnification, a five-way control pad to command camera functions, a color LCD screen for viewing camera images and menu options, and 16MB internal memory.







Make your own weekend highlight reel.

Great for instant replays of anything you choose, this ingenious display of sports imaging technology captures short video clips and high-resolution digital images while you view with stunning clarity through 8x fully multi-coated optics. For this year, we've boosted its performance with our Sync Focus technology that sharpens your subject simultaneously through the digital camera and the binoculars lenses. Use its 1.5" flip-up LCD as a viewer while filming or taking photos. Or use it to review images or footage in 5- to 60-second loops, or to watch continuous video. For your next outdoor adventure or sporting event, implement Instant Replay binoculars. You can relive the moment anytime.

**FEATURES:** 8x magnification | Sync focus system | 30mm objective lens | BaK-4 roof prisms | Fully multi-coated optics | 5MP still pictures | SD card slot | Neck strap and carrying case | 1.5" flip-up LCD | 5-60 second instant replay video loops or continuous video | 16MB internal memory | Table tripod included



8x 30mm  
118326



We won't tell you what a picture's worth.

But capture a moment of perfection and you just may think our ImageView spotting scope is priceless. It's equal parts spotting scope and digital camera, and an instant pardon when you find yourself at a loss for words. For 2009, it's equipped with our Sync Focus feature that lets you simultaneously sharpen the camera image and the picture your eye's seeing for flawless 5MP snapshots every time. Take in the view at high power through bright, crisp multi-coated optics, or on the 2.5" flip-out color LCD. And take it home with digital images or even videos stored on your SD card.



**FEATURES:** 15-45x zoom eyepiece (22x camera magnification) | 70mm objective lens | Exit Pupil (mm): 4.6 @15x / 1.5 @45x | 5MP Resolution | Synchronized light path allows user to switch between camera and scope | Multi-coated optics | Video output | 2.5" flip-up LCD | 3X digital zoom | SD card slot (max 4 GB) | USB Port | Includes table tripod, remote shutter cable and soft case | Requires 2 AA batteries

15-45x 70mm  
111545  
*Digital imaging spotting scope with 5.1 megapixels image capture and flip-up color LCD screen.*



MODEL	MAGNIFICATION X OBJ. LENS	SIZE CLASS	FOCUS SYSTEM	PRISM SYSTEM	PRISM GLASS	LENS COATING	FIELD OF VIEW (ft. @ 1000yds. / m @ 1000m)	CLOSE FOCUS (ft. / m)	EXIT PUPIL (mm)	EYE RELIEF	EYECUPS	WEIGHT (oz. / g)	ADAPT TO TRIPOD	BATTERY	MODEL	MAGNIFICATION	OBJECTIVE	LENS COATING	FIELD OF VIEW (ft. @ 1000yds. / m @ 1000m)	EXIT PUPIL (mm)	CLOSE FOCUS	WEIGHT (oz. / g)	LENGTH (in. / mm)	WATERPROOF/ FOGPROOF	EYE RELIEF
118326	8x 30	Compact	Center (sync)	Roof	BaK-4	Fully-Multi	320 / 107	10 / 3	3.75	15	Fold-Down	14.8 / 419	Yes	AAA (2)	111545	15-45x	70	Fully-Multi	121.5/40.5@15x / 52.6/17.5@45x	1.1@15x / 2.9@45x	26 ft.	25.4 / 711	11.6 / 295	No	11mm







**Digital Imaging.** Like the film camera, digital imaging uses a lens to focus the image on a focal plane. While the film camera relies on film to capture the image, the digital uses a sensor. As light strikes the array of picture elements (pixels) that make up the sensor, it’s converted to a current that’s passed on to a digital or A-D converter. From the A-D converter, algorithms are applied to the signal, converting it to a digital image file.

**Digital Imaging Sensors**

These are Silicon chips consisting of millions of tiny photo diodes, which convert light into an electronic signal. A CMOS sensor is used in Bushnell imaging products.

**File Compression or “Quality”**

In addition to high- and low-resolution settings, many digital cameras provide options for selecting the amount of file compression applied when photos are stored in memory. Higher-quality settings use less compression, but take up more storage space.

**Flash Memory**

Flash memory is “non-volatile,” meaning it retains the photo files and user settings even if the power source is removed for a long period of time. Many cameras have electronic components that preserve the memory contents for a few minutes to allow time to change batteries. However, it’s always wise to download photos before changing batteries or storing the camera away.

**Interpolation**

A method of increasing the number of pixels in an image after it is photographed. The pixels actually captured by the camera’s sensor are rapidly analyzed by software that creates and adds new similar pixels to the photo file. Some Bushnell® imaging optics provide user options for higher interpolated resolution settings.

**Pixels and Megapixels**

Pixels are the tiny squares of color – like dots on a newspaper photo or grains on a photographic print – that make up a digital image. The higher the pixel count, the higher the photographic resolution. A megapixel (MP) equals one million pixels.

**Resolution and File Size**

The number of pixels used to produce a digital photo is the primary factor that determines resolution, or ability to reproduce fine detail. More pixels equal higher resolution, and a larger data file.

**Storage Cards: Digital “Film”**

These are small removable “flash” memory devices used to hold image data from a digital camera, reducing or eliminating the need for high-capacity internal memory. Most Bushnell digital imaging optics have a slot, for an SD (Secure Digital) card, the most common type currently used.

**Sync Focus**

Now on our ImageView spotting scope and Instant Replay binoculars, the Sync Focus feature is a parallel focus system that sharpens the digital image and the image through the scope’s or binos’ optics simultaneously. The synchronized light path also permits the user to switch between viewing through the camera’s LCD and the scope or binocular’s eyepiece.

**USB Mass Storage**

Cameras with USB mass storage don’t need a driver for Windows XP or Vista. Connect the camera to your PC, and it will be identified as a “Removable Disk,” just as if it were an external hard drive. Your photo files are stored in a folder on this “disk,” and can be copied or moved to the location of your choice or opened directly from the camera within your photo software.



**Camera Settings**

The “default” automatic setting on digital cameras works fine in most situations, but some cameras will also let the user override “auto” and adjust one or more of the following if necessary or preferred:

**EV (Exposure Value):** Also known as exposure compensation. Allows setting deliberate under- or overexposure by a fine amount, such as “+ 1.5 EV” (one and a half steps overexposed).

**ISO (Sensitivity):** As with film, low ISO numbers (100–200) will produce the highest quality but require the most light. Higher ISO settings will allow photos in low light without flash, or faster shutter speeds to stop action, but with increasingly noticeable digital “noise.”

**Scene Presets:** Some cameras let the user select from several preprogrammed “scenes,” which optimize internal camera settings (aperture, shutter speed, point of focus, light metering) for common types of subjects or situations, most commonly Landscape, Sports/Action, Portrait and Night Scene.

**White Balance:** Auto white balance identifies a white reference point (wall, clouds, etc.) in a scene and applies overall color correction if needed, so whites retain a neutral appearance. If this produces poor results, presets for daylight, cloudy, tungsten and fluorescent lighting are often available.

**Special Features**

**Self Timer:** When selected, the photo is taken following a short delay after the shutter button is pressed. Used to prevent camera shake, or to include yourself in the photo.

**Sequential Shot:** Shoots a quick burst of multiple frames (usually 3–5 in a row), to increase chances of capturing the action.

**Movie Mode:** Allows the camera to shoot and play back short video clips. These are usually stored in the common “avi” format, and can be played on any computer with Windows Media Player, QuickTime, or other software.

**A changeup of perspective.**



Velocity  
101911

Knowing how fast a player pitches or runs can instantly influence coaching decisions. And 15 over the limit doesn’t seem so excessive when you find out what they’re doing down on the track. The Bushnell® Velocity will tell you to +/- 1.0 miles per hour using digital technology and DSP (digital signal processing). Measure the speed of a baseball from up to 90 feet, or a vehicle from as far as 1,300 feet.



**FEATURES:** Easy-to-use, point-and-shoot pistol grip | Large, clear LCD | Displays fastest speed once trigger is released | +/- 1-mph accuracy

**RANGES:** Baseball/softball/tennis: 6–110 mph | Auto racing: 6–200 mph

MODEL	ACCURACY (MPH / KPH)	BASEBALL / SOFTBALL / TENNIS	AUTO RACING	SIZE (in. / mm)	WEIGHT (oz. / g)	BATTERY TYPE
101911	+/- 1 / +/- 2	6–110 mph / (90 feet away) 16–177 kph / (27 meters)	6–200 mph / (1500+ feet away) 16–322 kph / (457 meters away)	4.3 x 8.4 x 6 / 109 x 213 x 152	19 / 539	C (2)

