



Contact: Jake Edson
Communications Manager
Outdoor Products
(763) 323-3865

E-mail: pressroom@vistaoutdoor.com

FOR IMMEDIATE RELEASE

Bushnell Elite 1-Mile Laser Rangefinder with CONX Wins Guns & Ammo Innovation of the Year

Bushnell's CONX Wireless System is Awarded the 2017 Innovation of the Year by the Editors of *Gun's & Ammo Magazine*

OVERLAND PARK, Kansas (Nov. 18, 2016) – The Bushnell Elite 1-Mile Laser Rangefinder with CONX has earned the coveted Innovation of the Year Award from *Guns & Ammo* magazine, the preeminent and most-respected magazine in the firearms field.

“The ability to shoot afar with intent is a skill that’s been made easier for all riflemen using the Bushnell CONX system,” wrote the editors. “It starts with the Elite 1-Mile CONX rangefinder, which is the first laser rangefinder that can interface with a smartphone or tablet.”

Bushnell’s CONX wireless connectivity allows shooters to connect their smartphone to the Elite 1-Mile CONX laser rangefinder and upload an array of valuable data, including custom ballistic curves. Shooters can also range targets and have information such as distance, angle of the shot and holdover displayed directly on their smartphone’s screen for a spotter. In addition, Bushnell has partnered with industry leaders Applied Ballistics and Kestrel for a CONX-compatible Kestrel unit that collects environmental data, crunches the curve with Applied Ballistics’ software and then instantly displays a firing solution, allowing shooters to compensate in real time for instant first-shot accuracy.

The Elite 1-Mile CONX is built for professional marksmen. It offers 7x magnification, pinpoint precision and high-quality optics in a rugged yet compact design. Featuring the second generation E.S.P (Extreme. Speed. Precision.) turbo processor, the device quickly and accurately acquires distances from 5 to 1,760 yards, with up to +/- one-yard accuracy. A sturdy, rubber-armored housing protects the unit’s fully multi-coated optics and provides 100 percent waterproof and fog proof performance. It features Bushnell’s patented RainGuard® HD, a permanent anti-fog and water repellant coating that gives

users a clear view in the toughest conditions. The Elite Tactical 1-Mile CONX is available as a standalone unit, or a package with Kestrel device included.

“It’s an honor to take home the Innovation Award from such an esteemed publication,” said Curtis Smith, Global Product Director for Bushnell. “The editorial staff knows what they are talking about. They are experts in the field and use a strong evaluation criteria. The CONX system is designed to be a shooting coach in a box. It levels the playing field and allows anyone to stretch their range to 1,000 yards or more.”

“When pairing the rangefinder with Kestrel Sportsman wind meters, shooters can reach even farther with a capable rifle and cartridge,” the *Guns & Ammo* staff wrote.

To see the full article, check out the December issue of *Guns & Ammo* on newsstands and at online retailers now. For more information on *Guns & Ammo*, visit www.gunsandammo.com.

Bushnell, a Vista Outdoor, Inc. brand, is one of the most recognizable and trusted names in precision hunting, tactical and recreational optics and accessories. For more information, visit www.bushnell.com.

About Vista Outdoor

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