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FOR IMMEDIATE RELEASE

## **Bushnell Takes an Aggressive Stance in Upgrading Wireless Trail Camera Technology with the New Trophy Cam HD Aggressor Wireless**

### **The New Trophy Cam HD Aggressor Wireless Provides Improved Nighttime Range, Wireless Coverage, Image Resolution and More**

**OVERLAND PARK, Kansas (June 6, 2016)** – Bushnell, an industry leader in high performance outdoor products for more than 65 years, has introduced the next evolution in wireless trail cameras. The new Trophy Cam HD Aggressor Wireless offers advanced performance, ease of use and simple wireless image delivery.

Built into the award-winning Trophy Cam HD Aggressor platform, the new Wireless model is a self-contained, weather-sealed solution without messy wires to connect components. It is truly the ultimate next-generation scouting tool. Easy to set up out of the box, the Aggressor Wireless includes a prepaid AT&T data plan that provides users with unlimited thumbnail images for the first 30 days. Plus the exclusive smart phone app (free for both Android and iPhone devices) allows hunters to quickly review images or modify camera settings from their device. Bushnell offers data plan renewals direct to consumers (no contract required) as economical as \$9.99/month, and the camera now boasts improved roaming capability that expands the coverage area across most of the United States.

Expanded network and upgraded thumbnails that have four times the resolution of the previous model are just the start. The Aggressor chassis also offers improved nighttime range, high-resolution 14MP images and a built-in GPS that sends daily location updates.

“The new Trophy Cam HD Aggressor Wireless adheres to our philosophy of making scouting more effective without complication,” said Darin Stephens Senior Product Manager for Bushnell. “It offers wireless connectivity straight out of the box with sim card and data included. It’s ready to go to the woods immediately.”

The Aggressor Wireless sends images, using a IoT platform by Zipit Wireless – an authority in IoT and connected devices – to a smartphone, email or web as soon as they are captured. Zipit’s IoT platform enables complete remote management of the Aggressor Wireless, eliminating the need to physically access the camera after it is set up. The Aggressor Wireless also boasts a lightning-fast 0.3 second trigger speed and runs up to three months on one set of batteries.

“This is the most advanced scouting tool in the woods,” Stephens said. “It combines all of our industry-leading features and technologies in one easy-to-use platform. Plus, every Trophy Cam camera comes with a free one-month trial of DeerLab, a web-based subscription service that analyzes data from your photos and from weather services to help create a profile for each buck on your property — including how often, when, and under what weather and wind conditions a buck tends to be on his feet — and potentially walking under your stand.”

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](http://www.bushnell.com)

Zipit Wireless (“Zipit”) is an experienced provider of Internet of Things solutions that leverage the company’s unique strengths in communication workflows, wireless connectivity and encryption, user-friendly device software and secure cloud-based infrastructure. For more information on Zipit please visit [www.zipitwireless.com](http://www.zipitwireless.com).

DeerLab is a leading web-based service that analyzes data from your trail camera photos and combines with data from weather services to help create a profiles of game on your properties. Visit [www.deerlab.com](http://www.deerlab.com).

### **About Vista Outdoor**

Vista Outdoor is a leading global designer, manufacturer and marketer of consumer products in the growing outdoor sports and recreation markets. The company operates in two segments, Shooting Sports and Outdoor Products, and has a portfolio of well-recognized brands that provides consumers with a wide range of performance-driven, high-quality and innovative products for individual outdoor recreational pursuits. Vista Outdoor products are sold at leading retailers and distributors across North America and worldwide. Vista Outdoor is headquartered in Utah and has manufacturing operations and facilities in 13 U.S. States, Canada, Mexico and Puerto Rico along with international customer service, sales and sourcing operations in Asia, Australia, Canada, Europe and New Zealand. For news and information, visit [www.vistaoutdoor.com](http://www.vistaoutdoor.com) or follow us on Twitter @VistaOutdoorInc and Facebook at [www.facebook.com/vistaoutdoor](http://www.facebook.com/vistaoutdoor).

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