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## **New Primos Bullet Proof 2 Redefines Trail Camera Simplicity**

### **Easy-To-Operate Bullet Proof 2 Yields High-Resolution Still Images and Video Without Complication or Compromise**

**FLORA, Mississippi (July 8 2016)** – Primos Hunting, a leading innovator of game calls and hunting accessories, brings serious hunters an amazingly easy-to-use option for capturing high-quality still images and video with the new Bullet Proof 2.

Never before has backcountry surveillance been so simple and reliable. Forget about studying convoluted manuals trying to figure out confusing, seldom-used features. Simply load your SD card with time and date on your PC, insert batteries and SD card into camera, and then choose photo or video mode.

Building on the success of Primos' wildly popular original Bullet Proof trail cam, the simple and reliable Bullet Proof 2 brings video capability, higher resolution stills and extended nighttime range to the table, while requiring fewer batteries—4 AAs, to be exact—to stand watch over hunters' favorite trails for up to 9 months.

Designed and tested by Primos' hard-hunting pro staff to deliver uncompromising performance, the new Bullet Proof 2 captures 8-megapixel, full-color daytime images and infrared nighttime images, along with 720-pixel video.

The camera's straightforward features also include a 1-second trigger speed and 45-foot night range, fueled by 14 850nm low-glow LEDs. And to ensure hunters' peace of mind when pulling the trigger on a new Bullet Proof 2, it's all backed by a 1-year warranty.

Primos, a Vista Outdoor brand, is one of the most recognizable and trusted names in hunting calls, attractants, trail cameras and accessories. For more information, visit [www.primos.com](http://www.primos.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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