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FOR IMMEDIATE RELEASE

## **Bushnell Announces Impulse Cellular Trail Camera**

### **See the Bushnell Impulse at the 2018 ATA Show in Indianapolis**

**OVERLAND PARK, Kansas – January 12, 2018** – Bushnell, the industry leader in trail cameras, announces an enhanced level of cellular performance with the new Impulse cellular trail camera.

The new Bushnell Impulse cellular trail camera is the result of innovative and relentless engineering that delivers cellular images quicker and better than ever before. It features 20MP HD Images and true 1080p HD video. Combined with a six-month battery life, 0.2-second trigger speed and No Glow flash that reaches 100 feet, the Impulse is the high-performance cellular trail camera consumers have been waiting for.

“The new Impulse makes it faster than ever to get connected with easy setup to any smartphone and any provider, with no contract,” said Jacob Thomason, Bushnell Trail Camera category Product Manager. “Ultra-fast dual processors work simultaneously to take a picture per second versus the 1-per-minute offered by competitor cameras. This means you get more images of each animal. And it’s loaded with smarter features—like the ability to sort photos by weather and wind data, GPS anti-theft alerts, and live camera views from a smartphone.”

Impulse is available with AT&T and Verizon options so consumers can pick the one that offers the best coverage in their area. Yet, either option will deliver photos to devices using any cellular provider. Active GPS tracks the cameras whereabouts at all times, deterring theft and allowing hunters to quickly locate their cameras.

Attendees of the 2018 ATA Show in Indianapolis can see the new Impulse at the Bushnell Booth #1811.

Bushnell, a Vista Outdoor 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).

## **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, and Europe. 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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