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## **Primos to Unveil Revolutionary Double Bull SurroundView Blind at ATA Show**

### **Double Bull SurroundView Blinds Feature Industry-First Technology**

### **Primos to Reveal Cutting-Edge Augmented Reality App in Conjunction with Its Newest Double Bull Blind**

**FLORA, Mississippi – January 10, 2018** – Primos Hunting, a leading innovator of game calls and hunting accessories, is set to announce a revolutionary new hunting blind to flagship the premium Double Bull brand. The Double Bull SurroundView blind, dubbed the first “Blind Without a Blind Spot” will be unveiled in the Primos booth (#1907) at the 2018 ATA Show in Indianapolis at 9 a.m. on January 11.

This year, Double Bull introduces a brand new technology – SurroundView. This exclusive material has unique properties that allow it to function like a two-way mirror—hiding the hunter from the game outside the blind, but offering a full view without gaping windows.

“The basis of the technology is a special tiny pinhole pattern,” explained Jason Harris, Senior Product Manager for Double Bull. “Thousands of very small holes dot the fabric. On the outside, the camo print and natural light force human and animal eyes to focus on the camo, making the holes ‘invisible.’ On the inside, the black print and darkened interior allow your eyes to focus on the holes, so you see ‘through’ the fabric.”

Attendees to the show will get their first look at the new blind at 9 a.m. on January 11 at an exclusive “See-It-To-Believe-It” event in booth #1907. All attendees are welcome and can be registered to win one of the new SurroundView blinds.

Hunters who are not at the show can also experience the new SurroundView blind with a revolutionary augmented reality app from Primos. Using the latest Apple ARKit technology, the SurroundView App allows consumers and trade professionals to experience an interactive Double Bull SurroundView blind at home, in the field, or even in the store. For the first time, hunters can “set up” their blind with just their phone to view shooting angles and concealment. They can also experience the SurroundView

product differences and experiment with window locations and shooting ports to view what they'll see through all three models of SurroundView wherever they.

To download the App simply go to the iPhone App Store and search for SurroundView. An Android version will be available soon.

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, 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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