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FOR IMMEDIATE RELEASE

Bushnell CORE and CORE DS Take Trail Cameras to the Peak of Performance

Bushnell's CORE DS Technology Is Optimized for Day AND Night

OVERLAND PARK, Kansas – July 2, 2019 – Bushnell, the industry leader in trail cameras, offers even greater performance with the CORE and CORE DS trail camera lines.

Now shipping across the Country, every CORE Trail Camera is built with a suite of features inside that reveal more of the tough world outside. Crafted with more speed and range to capture more useful images, and industry-leading battery life, CORE trail cameras give users more options for preset or custom settings to maximize each camera for any situation. All of that comes standard with the reliability of Bushnell.

Taking it to the next level, the new CORE DS offers advanced technology for hunters and game managers who want the best image quality in every condition. Most trail cameras use only one image sensor to capture images 24 hours a day. Users must settle for daytime images that are less sharp and rich, or nighttime images that lack consistent illumination and range. CORE Dual Sensor (DS) Technology gives users two image sensors — one optimized for sharp and rich images during the day and another optimized for images with consistent and further illumination at night.

“Good trail cams take great pictures during the day,” explained Bushnell Product Manager Steve Smith. “Better trail cams take great pictures at night. Bushnell’s CORE Cam DS with Dual Sensor technology does both. With two sensors – one optimized for sharper day pics, one for more detail and contrast at night – the CORE DS leads the pack night and day. Now, finding the best trail camera is as simple as: Good. Better. Bushnell.”

CORE Trail Cameras offer 24 megapixel performance and come in Low Glow and No Glow models. The CORE Low Glow offers 100-foot night range, while the stealthy CORE No Glow produces an 80-foot range with nearly invisible black LEDs. Both cameras feature .3 second trigger speed, 1-second recovery and 1080p at 30 fps video

with audio. A removable battery tray holds 6AA batteries providing up to 1-year battery life.

CORE DS models offer 30 megapixel performance and also come in Low Glow and No Glow models. Both cameras feature .2 second trigger speed, .6-second recovery and 1080p at 60 fps video with audio. An in-camera color LCD and the exclusive Dual Sensor Technology make the CORE DS Low Glow and No Glow the most technologically advanced trail cameras on the market today.

For more information about Bushnell's full line of trail cameras visit <https://www.bushnell.com/products/trail-cameras/>.

About Bushnell

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 65 years. Our guiding principle is to provide the highest quality, most reliable and affordable sports optics products on the market. And, our commitment to outstanding customer service and strong retailer partnerships is unmatched. Bushnell boasts leading market share in all of the sports optics categories, and our products have consistently won design and performance awards. Our product lines enhance the enjoyment of every outdoor pursuit from spectator sports, nature study, hunting, fishing and birding to stargazing. For news and information, visit www.bushnell.com or follow us on Instagram at www.instagram.com/bushnelltrailcams/ and Facebook at www.facebook.com/bushnell.