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## **Bushnell® Adds New Trail Camera Models**

*Bushnell to Launch Multiple New Trail Cameras at 2021 ATA*

OVERLAND PARK, Kan. – January 15, 2021 – Bushnell®, an industry leader in performance optics, announced today new lines of trail camera models to be released at the ATA 2021 Online tradeshow. Included among the new offerings from Bushnell is the company's CelluCORE™ line of cellular trail cameras, boasting easy setup and operation, high output LEDs for crystal clear day and night images, class-leading battery life and rugged durability for season-long performance.

Additional new models include the Bushnell CORE™ DS4K and 4KS for improved high-quality images and video, plus the new Prime L20 trail camera for those seeking an entry level option with increased functionality and simple operation.

“Over the last several years, the trail camera market has challenged every manufacturer to drive prices down while keeping features and reliability at a high level – especially in cellular models,” said Jason Harris, Director of Marketing for Bushnell Trail Cameras. “For the end user, Bushnell has always meant quality and reliability, and for 2021 we’ve exceeded that challenge with an entirely new lineup of trail cameras that are simple to use but yet give hunters even more value and reliability at the price points they’ll be excited to see.”

### **Bushnell CelluCORE Trail Cameras**

Leading the pack of new cellular trail cameras from Bushnell is the CelluCORE 30 and CelluCORE 20. Designed to check all the boxes that serious users demand, the new CelluCORE line offers high output LEDs for improved day and night images, along with extended battery life and easy setup. Available for either AT&T or Verizon, the CelluCORE offers 30MP or 20MP resolution for outstanding image resolution even in low light conditions. The CelluCORE 30 is standard with high-output IR LEDs along with best-in-class 100-foot night range plus the ability to receive and sort images through a user-friendly app.

The CelluCORE 20 puts high-end features and proven cellular performance at a price point under \$130 MSRP. With extended night range of 80-feet and a 0.5 second trigger speed, the CelluCORE 20 won't miss even the most elusive animals, giving you the confidence that nothing will get by unnoticed.

## **Bushnell CORE™ DS4K 4KS and DKS Trail Cameras**

For those hunters looking for feature-rich SD cameras they can depend on season after season, the new Bushnell DS4K and DKS have them covered. Offering improved image and video quality over other traditional models in a compact, discreet design, the newest Bushnell trail cameras won't disappoint with their optimized battery life, improved trigger speeds and shortened recovery times.

The new Bushnell CORE DS4K features dual sensors for high quality images day and night plus best-in-class 4K 30FPS video and 120-foot flash range. Through its 2.1" color viewscreen, users can view images and video in the field. Additional features include 0.15s trigger speed, 0.5s recovery rate along with three preset menus plus an advanced mode for the best performance possible.

Likewise, the Bushnell CORE 4Ks is packed with features that hunters demand including 4K 20FPS, a 110-foot flash range and a 0.2s trigger speed. The CORE 4KS comes equipped with a 4K single sensor plus all the reliability consumers have come to expect from Bushnell trail cameras.

## **Prime L20**

Continuing Bushnell's offering of opening price point SD cameras, the Prime L20 is the company's first model under \$80 MSRP. Despite its reduced cost, the new Prime L20 won't leave hunters wanting, delivering high quality 20MP images and 30FPS video. Additional standard features include a 0.5s trigger speed plus an 80-foot glow illumination. Delivering proven performance, image quality and reliable operation into a trail camera model that fits any budget, the Prime L20 is must-have for hunters this season.

These new products, plus others, will be featured in the ATA Online Tradeshow at [www.archerytrade.org/trade-show/](http://www.archerytrade.org/trade-show/). For more information on the complete line of Bushnell products, visit [www.bushnell.com](http://www.bushnell.com).

## **About Bushnell**

Bushnell, a Vista Outdoor brand, has been the industry leader in high-performance sports optics for more than 70 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 <https://www.bushnell.com/trail-cameras/shop-all-trail-cameras/> or follow us on Instagram at <https://www.instagram.com/bushnelltrailcams/?hl=en> and Facebook at <https://www.facebook.com/BushnellTrailCameras/>

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