

# The Advantage of Great Optics

By Shannon Jackson, ZEISS Public Relations

EDITOR'S REMARKS

Zeiss has long been known for producing excellent products. There is no question that Zeiss has raised the bar and offers some of the best optics available. I personally have a Conquest rifle scope with a Rapid Z 800 on my 300 Ultra Mag and it has proved to be an unbelievable long range set up! We highly recommend considering Zeiss products when purchasing optics as the glass is some of the best I've looked through and they are moderately priced, comparatively. With all of their focus on new and advanced technologies it is clear that Zeiss is making a major push to recover their position at the top of the premium optics. We've invited Shannon to bring our readers up to speed on some of Zeiss' top products.

—Jason Carter



Shannon Jackson

Some years ago my hunting partner looked through my ZEISS binoculars and, well, his exclamation was instantaneous, exceptionally positive and... not exactly fit for print. Suffice it to say that he had never looked through a premium pair of binoculars, and he was forever changed by the experience.

Many of you have probably had a similar visual revelation. And if you haven't, you owe it to yourself. You have to actually see the difference that great optics make with your own two eyes, and there's nothing like an extreme low-light situation to prove the point. Or that chance of a lifetime shot when you need to know the exact distance to the trophy you've stalked for days and then must be able to place the shot with absolute precision. The overall

performance of your optics - accuracy, precision, coatings - can make all the difference between failure and success.

For 164 years Carl Zeiss has been a world-renowned leader in optics, engineering some of the most advanced lens designs and coatings ever produced. As a result, ZEISS was a favorite of Ernest Hemingway and too many adventurers and military leaders to count. That innovation continues today with a dedicated focus towards big game hunters who demand superior image quality and absolute accuracy. Here's a look at some favorite ZEISS optics for hunting in the West, in addition to a few one-of-a-kind, new products for 2010.

### RAPID-Z BALLISTIC RETICLES

The ZEISS Rapid-Z® Ballistic Reticles, arguably the fastest long-range reticles on the market today, were developed to leverage the accuracy of today's modern high-powered rifles and high-speed rounds. The Rapid-Z® Reticles combine precision aiming, accurate holdover and wind correction into one seamless process, and are now available in four models - Rapid-Z® 600, Rapid-Z® 800, Rapid-Z® 1000, and Rapid-Z® Varmint. A huge hit with long distance hunters throughout the world, this reticle can be found in various Victory and Conquest riflescopes and has been known to save the day for numerous hunters, including some well known outdoor writers who needed to deliver an accurate long distance shot in a split second.

### HOW DOES THE RAPID-Z WORK?

You simply need to be on the correct power setting for your particular ammunition and know the accurate distance to your target in order to use the holdover lines successfully.



Rapid-Z® 600

Rapid-Z® 800

Rapid-Z® 1000

Rapid-Z® Varmint

Since all Rapid-Z® reticles are in the second image plane, there is minimal coverage of the target, even at the highest magnification. Second image plane reticles, however, must be set on the appropriate power setting for each particular bullet/load and cartridge. Even temperature and altitude come into play. Hunters will want to visit the ZEISS Web site at [www.zeiss.com/sports](http://www.zeiss.com/sports) and access the Rapid-Z® ballistic calculator to find the best match of certain rounds to the ZEISS Rapid-Z® options. Once all of the appropriate information is input, such as the manufacturer, caliber, bullet weight and altitude, and approximate temperature at which the shot may occur, the calculator will tell you the optimal power setting for your particular load. Using this power setting, after sighting in, you will be able to use the numbered holdover lines for accurate shots at extremely long distances. The Rapid-Z's holdover lines also feature 5 mph and 10 mph windage lines to help correct for crosswinds.



### VICTORY RF LASER-RANGEFINDING BINOCULARS AND VICTORY PRF LASER-RANGEFINDING MONOCULAR

Time and again we hear from hunters that the Victory RF Binoculars, available in 8x45, 10x45, 8x56, and 10x56 models, and the Victory 8x26 T\* PRF Monocular are the fastest and most accurate laser rangefinders on the market today, and the awards they have received reflect this.

In 2008, the ZEISS Victory RF Binocular was named a "Leading Edge: The Best of What's Next" product by National Geographic Adventure magazine. The Victory PRF and 10x45 RF both won 2009 Outdoor Life Editor's Choice Awards and the editors said this about the RF: "This is quite possibly the last binocular you'll need to buy....best-in-class glass combined with a fast, accurate rangefinder. The Victory turned in the crispest resolution in the test (by far)...."

The ZEISS Victory 10x45 RF also received Gray's Sporting Journal's 2010 Gray's Best Award. All of these awards underline the effort Carl Zeiss has made over the last couple of years to reconquer their leadership position in premium optics in the U.S. market. Carl Zeiss is breaking new ground with spotting scopes as well.



4-16x50 T\* FL



6-24x56 T\* FL



6-24x72 T\* FL

### THE NEW ZEISS VICTORY DIAVARI FL RIFLESCOPE LINE

Carl Zeiss now has three state-of-the-art Victory Diavari T\* FL Riflescopes - the Victory 4-16x50 T\* FL, 6-24x56 T\* FL and 6-24x72 T\* FL. Introduced at the 2010 SHOT Show, this expanded series was developed for long distance hunters and shooters who demand the absolute finest in a rifle scope.

Carl Zeiss was the first manufacturer to incorporate FL glass in a rifle scope in 2005 and is now offering more all-purpose FL scopes for the hunter who wants the visibly higher resolution that this glass produces at extreme distances. The FL glass also provides much brighter, sharper images and eliminates color fringing. The Victory FL scopes are available with various reticle options, including the Rapid-Z®. And, as with all optics in the ZEISS Victory line, the FL riflescopes feature the highly acclaimed ZEISS LotuTec® water-repellent coating ensuring that the image remains clear, even in a pouring rain. The super smooth lens surface that LotuTec® creates also allows dirt, grease, and grime to be wiped away with ease. LotuTec® is so effective that it was named a Gray's Best product by Gray's Sporting Journal in 2008.



Diascope 65 FL



Diascope 85 FL Angled

### NEW VICTORY DIASCOPE T\* FL SPOTTING SCOPES

The award-winning ZEISS DiaScope spotting scopes are now even better. The new DiaScopes feature an eyepiece that is the most powerful and versatile on the market today, an innovative and highly advanced Dual Speed Focus System (DSF) and a new, sleek rubber-armored exterior for improved feel and protection.

Available in 65mm models and 85mm models, the DiaScope's optical performance is exceptional. Its FL lens system was engineered to produce superior image quality - extremely detailed, sharp, brilliant, true-color images - even in challenging lighting and weather situations. The new DiaScopes also feature an advanced stray light reduction system which virtually eliminates contrast-reducing stray light, making it easier to spot and assess the quality of animals on far away hillsides or in deep ravines.

The powerful new Vario D 15-56x / 20-75x eyepiece is particularly versatile. It functions as a 15-56x on the 65mm DiaScope and 20-75x on the 85mm model providing the widest range of power currently available on the market. Not only will long-range observation be improved by the extra magnification, hunters will also experience an unusually wide field of view and high image brightness at low magnification.

The newly engineered Dual Speed Focus System (DSF) allows precise and convenient focusing. In this system, one focus wheel allows you to control both the ultra-precise and rapid focusing without changing your grip. The control is ultra-precise when the focusing wheel is turned back and forth slowly around the point of best focus. The rapid focusing, which is five times faster, is automatically activated when the focus wheel is turned more than 270°.

The new DiaScopes are rugged, fully waterproof, and feature LotuTec® on the lenses, ensuring a clear view, even in the most challenging weather conditions.



**ZEISS VICTORY PHOTOSCOPE 85 T\* FL - OBSERVATION AND PHOTOGRAPHY IN ONE UNIT**

We knew there was a demand for a product like the PhotoScope, but we have been overwhelmed by the positive response of so many hunters, outdoor writers, guides, and outfitters. This seems to be the answer to the 'scouting and documenting dilemma' that so many face leading up to the season.

What makes it so special? The new Victory PhotoScope 85 T\* FL is the first spotting scope of its kind to combine long-range observation and photography into one seamless, high-performance, weatherproof unit.

The PhotoScope's integration of premium panoramic observation optics and a high-power, 7 megapixel digital camera with a super tele lens, makes it the ideal spotting scope for those who want to simultaneously observe and digitally capture every stunning detail of animals and objects in the field.

As an observer you will enjoy wonderfully clear, wide-field panoramic views at 15 to 45 power, and you will be able to easily and quickly capture high quality images of the animals and objects you see. And, as a photographer, you will be able to take high quality photographs of wildlife from far enough away that you are not likely to disturb what you are photographing. You will also be able to see what you are photographing in stunning detail, unlike the dimmer view you would have through a DSLR viewfinder with long telephoto lens. This is a new experience for both observers and photographers.

The unique 3x objective zoom of the PhotoScope, coupled with the panoramic eyepiece, provides a wide, easy view at 15 to 45 power. With an apparent angle of view of 68° at 15x (240 ft @ 1,000 yds), it is up to 40% wider than that of a conventional spotting scope. And, because of its unique optical design, the PhotoScope maintains a wider field of view through its full magnification range, without losing image brightness as you zoom. The exceptionally bright, crisp, high-contrast images are rendered through a newly computed 3x zoom lens with FL elements. A beam splitter makes this brilliant image available for both visual observation through the eyepiece and digital photography.

As a digital camera, the PhotoScope provides a truly super telephoto lens, with equivalent fields of view to a 600-1,800 mm lens on a 35mm camera, at aperture values equivalent to f4.5 to f6.0 (after the effect of the beam splitter) - long and bright enough for practical photography at a good range of distances in a wide variety of conditions in the field. Auto-focus-assist assures consistently sharp images. The PhotoScope has a fold-out OLED monitor located on its left side featuring a 2.8 inch screen on which the image can be seen and camera parameter settings can be made via remote control. Of course the PhotoScope offers a multitude of exposure modes and settings satisfying even the most advanced photographers. 7mp images (3052x2284 pixels) are captured in your choice of JPEG, DNG (RAW), or AVI (motion video at 320x240 resolution).

Whether you're scouting in the pre-season or actually hunting monster Mule deer, elk, antelope, sheep, or other regal species, the experience is always better with great optics. For more information on what to select for your next hunt, visit [www.zeiss.com/sports](http://www.zeiss.com/sports) or call 1-800-441-3005.