



BOONE AND CROCKETT CLUB
TRAILBLAZER
CONSERVATION PARTNER

TRAILBLAZER SPOTLIGHT

Trailblazers in Conservation represents a level of commitment from industry partners and others that support the mutual interests of science-informed wildlife management and conservation, and hunter ethics and advocacy.



ZEISS
A TRADITION OF INNOVATION

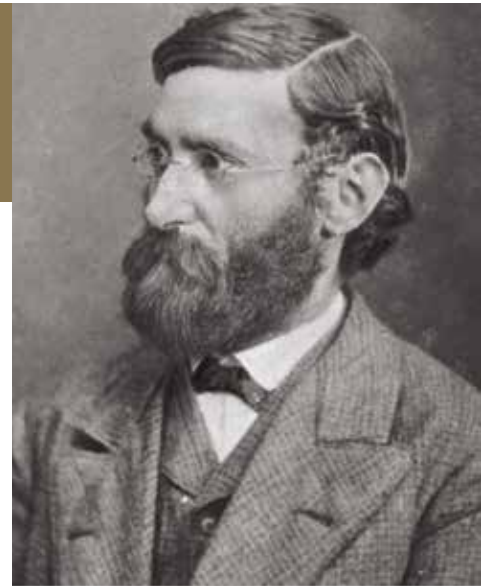
Founded over 165 years ago as a small workshop for optics and precision engineering, the company and name Carl Zeiss, have an international reputation for innovation and cutting edge technology in all fields of optics. The products combine equal parts technical precision and functional design.

For passionate hunters, enthusiastic observers of animals and birds, and all others involved in outdoor activities, Carl Zeiss Sports Optics acts as a partner for experiencing nature. Alongside scientific research, Zeiss' close contact with all those who use their products is what constantly leads to groundbreaking developments. Countless innovations, cutting-edge technologies, and constantly striving for perfection have brought Carl Zeiss its international reputation as a brand that captures fascination and enhances the moment. No other manufacturer has demonstrated greater technological and scientific competence over a longer period than Carl Zeiss—a success story that continues to this day. We go to the limits of the imagination with our passion for performance; we inspire the world to see things with new eyes.

INNOVATION

Research and development is the key to the enduring success of Carl Zeiss. Some ten percent of the company revenue is invested in this field and leads to a multitude of new patents each year. Another key factor is the interdisciplinary technology transfer, which is constantly heading in new directions. Medical technology, sports optics, semi-conductor technology, spectacle optics, microscopes, etc. All of these different divisions take part, exchange their expertise, and benefit from each other.

The invention of the anti-reflective T* coating by Prof. A. Smakula in the Carl Zeiss workshops is just one historical example, but also the beginning of a whole new era in the areas of optics. Image brightness at twilight and brilliance were newly defined through the T* Multilayer-Coating, and still stand as outstanding features of the Carl Zeiss Sports Optics products. The Abbe-König prism systems are consistently used in all binoculars for critical light conditions as their internal light distribution (pure total reflections; no light-absorbing mirror surfaces) is the brightest erecting system in the field of binocular construction. Alongside this high level of light transmission, the current Victory FL product range also scores points for its unparalleled sharpness. This sharpness is due to the use of complex fluoride glass (FL) and the perfect coordination of all image-relevant materials and parameters. This FL concept acts as a reference point and industry standard for what is possible today. Another ZEISS technology of recent times is the LotuTec® coating for external lenses. The coating allows water to simply roll off and prevents the accumulation of dirt and fingerprints. The



ABOVE: Late in 1866 Zeiss (bottom) and Ernst Abbe (top) formed a partnership where Abbe became the director of research of the Zeiss Optical Works. Abbe laid the framework of what would become the modern computational optics development approach.

BELOW: In 1894 ZEISS developed the first binoculars with increased distance between the objective lenses for enhanced three-dimensional vision at long range.



process—already used a million times over for ZEISS spectacles—is the perfect example of hydrophobic layers and is used for a great many different products.

Special requirements for which Carl Zeiss has developed impressive product solutions include image stabilization, imaging (integration of a digital camera in a spotting scope), and rangefinders with ballistic analysis.

TRADITION

Carl Zeiss Sports Optics GmbH is a young company that can look back on a long history and a wealth of experience in which the knowledge of two outstanding optical businesses come together: Carl Zeiss and Moritz Hensoldt.

Moritz Hensoldt had an optical workshop in Wetzlar from the year 1865, though he initially set up his business in Sonneberg/Thüringen in 1852. Carl Zeiss had been based in Jena since 1846. Both operations competed with each other on similar developments, initially with binoculars in the last decade of the 19th century. Jena produced the “double telescope with increased objective distance,” as the Porro glasses were

described in the ZEISS patent of 1893. The Wetzlar-based company, on the other hand, was a pioneer of the more compact roof prism systems, which are still a benchmark today in a similar form. A few years later in the first decade of the 20th century, both companies started to manufacture riflescopes for hunting—again virtually at the same time.

These two strong brands were therefore worthy rivals. Carl Zeiss in Jena was larger and more multifaceted than Hensoldt. Gradually circumstances led to what would nowadays be termed a “hostile takeover.” A few years after the Moritz Hensoldt family business became a publicly limited company due to the economic crisis and the resulting financial situation of 1922, the Carl Zeiss foundation enterprise became a majority shareholder in 1928.

The tried and tested Hensoldt name was initially kept on as a company and brand name. Later, civilian binoculars and riflescopes were also sold under the ZEISS name, while military products continued to carry the Hensoldt logo. So Zeiss, or Hensoldt? For outsiders this

was highly confusing! Clarity was finally achieved on October 1, 2006 when Carl Zeiss Sports Optics GmbH was officially formed.

Today Carl Zeiss Sports Optics GmbH is a high-tech company and part of a leading global optics corporation that is currently maintaining its illustrious position as the world’s leader in high performance optics.

PRODUCTION

Carl Zeiss Sports Optics GmbH has around 700 employees worldwide, of which 400 are based in Germany. Alongside modern machinery, dust-free rooms for final assembly, optimized process flows, and elaborate quality-control it is primarily the motivation and knowledge of these employees that are the hallmark of the high standards of Carl Zeiss Sports Optics products.

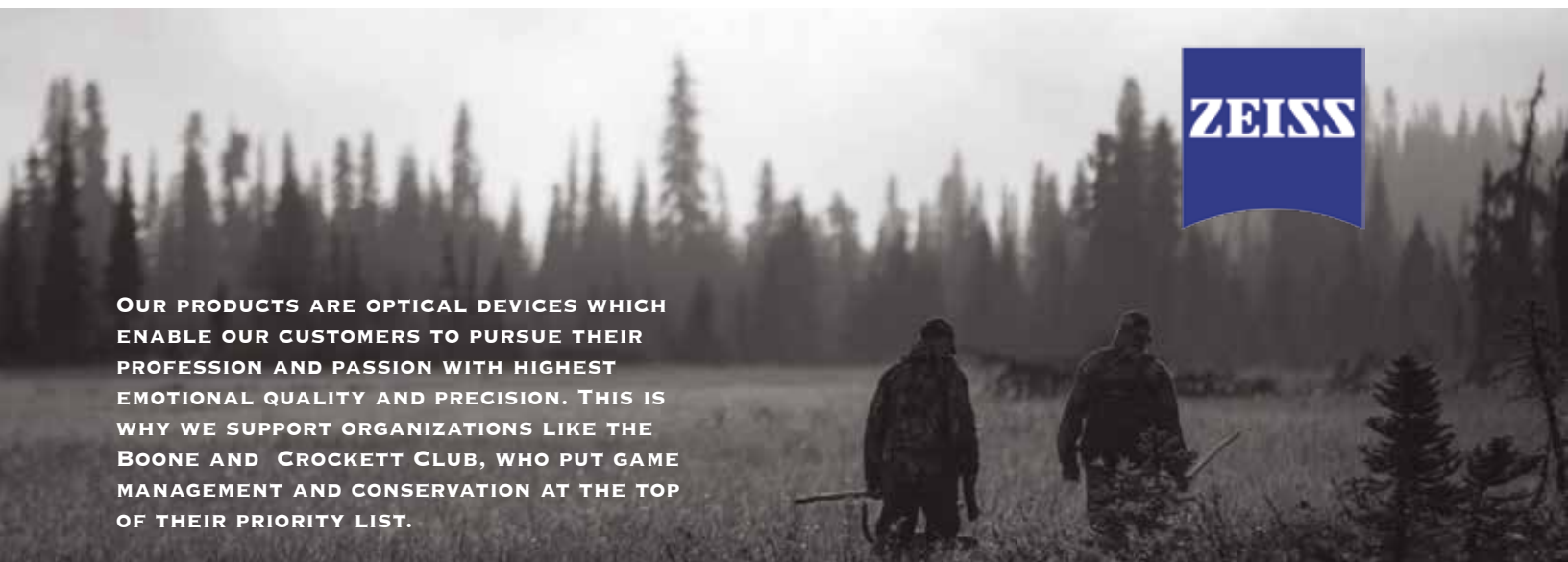
One important factor in all this is the issue of training young people, either through apprenticeships or further education. The Wetzlar plant where premium products such as the Victory observation optics and all riflescopes for the European market (Victory, Classic and Duralyt) are made has for

many years been complemented by the plant in Hungary. Wetzlar, known as the “City of Optics,” is home to numerous well-known companies. Sales and marketing is managed by subsidiary companies in the USA, UK, and Switzerland and partners in many other countries, which in turn provide support for a global network of qualified ZEISS dealers.

CONSERVATION

ZEISS understands hunting in a sustainable, ethical, and conservational way. We see hunting as part of human culture, active protection of nature and species, and in this way as part of our today’s society. To support the positive impact on nature conservation we actively support nature conservation organizations. Our products are optical devices which enable our customers to pursue their profession and passion with highest emotional quality and precision. This is why we support organizations like the Boone and Crockett Club, who put game management and conservation at the top of their priority list.

This is the moment it becomes crystal clear what hunting is really about. ■



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