

**Free for release on November 15 2019, 3pm CET**

## Press release

### **Return of the iconic glass: Leica presents the new Trinovid binoculars**

November 2019

Leica Sport Optics (Wetzlar, Germany) is relaunching an observation classic: the Leica Trinovid. The new Trinovid binoculars from Leica pay tribute to the iconic glass of the 1960s: Shapely, slim and elegant in a classic binocular design featuring black leather, they are a statement, a timeless accessory and a rugged companion in one.



The precise, powerful premium optics with superior fields of view give an impressive orientation, while intuitive use makes for relaxed viewing. The latest glass types and coatings guarantee brilliant, natural colors and high-contrast, bright images from edge to edge.

Protected by an ultra-light aluminum housing and state-of-the-art materials, the new Trinovid binoculars are robust, splash-proof and weatherproof. They are up to any challenge, even under harsh conditions, making them perfect for trips, on hiking tours or at events.

#### **Iconic design**

Already in the 1960s, the Leitz Trinovid glass with its classic, slim design was a style icon appreciated worldwide by scientists, nature observers, ornithologists and travelers as a reliable companion. The original Leitz Trinovid featured innovations such as a newly developed internal focusing system, an extremely compact design and high imaging performance. It was no coincidence that, in July 1969, NASA

opted to send a Trinovid along on the Apollo 11 moon mission.

### **New Leica Trinovid in three variants**

The Leica Trinovid is offered in three magnifications. The compact Leica Trinovid 7x35 wins users over with a superior field of view that guarantees the maximum overview. With 7x zoom, scenery can be scanned blur-free while remaining relaxed. Thanks to its compact dimensions, it fits in any pocket, making it the ideal companion for travel, at events or on holiday.

The Leica Trinovid 8x40 delivers impressively clear, bright images, best overview and detail recognition. The 8x zoom makes this model the ideal choice for hikers and others who are frequently out of doors. The Leica Trinovid 10x40 with its 10x magnification lets users recognize even the smallest details and get deep insight into what's going on. The slim, elegant shape keeps the binoculars light in weight. Whether it's the finest details in a church fresco or distant animals on a safari – with the Trinovid 10x40, users can always discover more.

Starting December 1, the new Leica Trinovid binoculars will be available exclusively in Leica Stores worldwide and in the Leica Online Store. The recommended retail price for the Leica Trinovid 7x35 is 1.425 euros, for the Leica Trinovid 8x40 1.525 euros, and for the Leica Trinovid 10x40 1.575 euros.

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