

Levenhuk Products: Supplement to the Promotion Training Manual

1. Levenhuk Atom Binoculars



Levenhuk Atom series includes ten general-purpose binoculars for everyday use designed for urban and countryside observations. The optical elements are made of high-quality, fully coated borosilicate glass BK-7. The reliable rubberized shell securely protects the optics from moisture during observations, while a soft pouch included in the kit protects the binoculars during storage and transportation.

The series includes:

67684	<i>Levenhuk Atom 10-30x50 Binoculars</i>
67676	<i>Levenhuk Atom 10x25 Binoculars</i>
67682	<i>Levenhuk Atom 10x50 Binoculars</i>
67677	<i>Levenhuk Atom 12x25 Binoculars</i>
67678	<i>Levenhuk Atom 16x32 Binoculars</i>
67683	<i>Levenhuk Atom 20x50 Binoculars</i>
67679	<i>Levenhuk Atom 7x35 Binoculars</i>
67681	<i>Levenhuk Atom 7x50 Binoculars</i>
67675	<i>Levenhuk Atom 8x21 Binoculars</i>
67680	<i>Levenhuk Atom 8x40 Binoculars</i>

The binoculars' advantages:

- The embossed surface of the binoculars' body assures a secure and comfortable grip.
- The binoculars' body is made of lightweight material, so they won't weigh you down in your travels.
- The series includes both roof and Porro prism binoculars so customers could pick the best option.
- Fully coated optics provide excellent image quality.

This new series replaces the old Levenhuk Bino binoculars series.

How to promote the binoculars to customers:

- The most affordable all-purpose binoculars
- Good quality of optics and body
- Perfect choice for entry-level observations
- Excellent choice for children

Target audience:

- People looking for an inexpensive gift
- Children
- Travelers
- People looking for a simple pair of binoculars for amateur observations

More information: <http://www.levenhuk.com/catalogue/binoculars/series-atom/>

2. Levenhuk Rainbow Binoculars



Levenhuk Rainbow are stylish, smooth binoculars with a stunning appearance. Ergonomic and quality built bodies of these models have a nice weight and lie comfortably in observers' hands. Roof prisms allow for compact dimensions and high optics quality at the same time. The multilayer coating of the optics ensures clear images with proper color rendition. Twist-up eyecups, central focusing, diopter adjustment and adjustable interpupillary distance allow for tuning the binoculars according to each user's individual preferences. The binoculars can be used in any weather as their bodies are hermetically sealed and filled with nitrogen.

Levenhuk Rainbow Binoculars — available in 7 colors:

67693	<i>Levenhuk Rainbow 8x25 Red Berry Binoculars</i>
67692	<i>Levenhuk Rainbow 8x25 Orange Binoculars</i>
67798	<i>Levenhuk Rainbow 8x25 Lemon Binoculars</i>
67691	<i>Levenhuk Rainbow 8x25 Lime Binoculars</i>
67690	<i>Levenhuk Rainbow 8x25 Blue Wave Binoculars</i>
67694	<i>Levenhuk Rainbow 8x25 Amethyst Binoculars</i>
67689	<i>Levenhuk Rainbow 8x25 White Snow Binoculars</i>

The binoculars' advantages:

- 7 vivid body colors to choose from, so customers can pick any color to their taste.
- Roof prism design makes the binoculars compact – you can take them with you wherever you go.
- Multi-coated optics create bright and sharp views.
- The waterproof shell allows using the binoculars in any weather conditions.
- Due to the nitrogen filling of the shell, the binoculars are always ready for observations.

How to promote the binoculars to customers:

- Exclusive series! Binoculars are suitable for any purpose: hiking, theatre, opera, and urban observations; they also make a wonderful stylish gift. Amazing colors, pleasantly heavy body that feels like silk to the touch.
- Superb optics quality!
- Compact size; special coating of the surface ensures comfortable use and is pleasant to the touch.
- This model can be used as powerful opera glasses.
- Waterproof nitrogen-filled shell.

Target audience:

- Art and nature lovers
- Theatre and opera goers
- Parents looking for a quality pair of binoculars for their kids
- People looking for interesting, original gift ideas

More information: <http://www.levenhuk.com/catalogue/binoculars/series-rainbow/>

3. Levenhuk Wise PLUS Monoculars



Levenhuk Wise PLUS is a series of advanced monoculars for those who enjoy quality observations and compact dimensions. Shells of these models are waterproof and filled with nitrogen, which allows taking them anywhere as they are always ready for observations.

The series includes:

- 67738 *Levenhuk Wise PLUS 8x32 Monocular*
- 67739 *Levenhuk Wise PLUS 8x42 Monocular*
- 67740 *Levenhuk Wise PLUS 10x42 Monocular*

The monocular's advantages:

- Waterproof shell
- Fully multi-coated optics
- Shockproof shell
- Removable eyecups made of soft rubber
- Nitrogen filling of the shell
- Can be mounted on a tripod
- Convenient strap

How to promote the monocular to customers:

- High-quality optics made of BaK-4 glass ensure sharp and contrast images.
- Compact size; special coating of the surface ensures comfortable use and is pleasant to the touch.
- Waterproof, nitrogen filled body protects the monocular from bad weather and high humidity.
- Due to the tripod adaptability, the monocular is suitable for stationary observations.

Target audience:

- Tourists
- Fishermen
- Hunters
- People who need a compact optical instrument always at hand for everyday needs

More information: <http://www.levenhuk.com/catalogue/monoculars/series-wise-plus/>

4. Levenhuk Skyline AZ Telescopes

4.1. Levenhuk Skyline 50x600 AZ Telescope



This telescope is a great choice for those who take their very first steps in astronomy. The telescope is equipped with a simple azimuth mount, which does not require any special skill from the user. This model is easy to assemble and transport. It can also be used for terrestrial observations.

The kit includes:

- 20mm eyepiece (30x)
- 12.5mm eyepiece (48x)
- 4mm eyepiece (150x)
- 1.5x erecting eyepiece
- Diagonal mirror
- 3x Barlow lens
- 5x24 optical finderscope
- Cleaning wipe

The telescope's advantages:

- Easy assembly
- Light weight
- Extended kit
- Affordable price

How to promote this model to customers:

- The telescope is suitable for both astronomical and terrestrial observations.
- It is easy to take this model with you wherever you go.
- It's easy to adjust the telescope; no specific skills are required.
- It's a great gift for children.

Target audience:

- Those who are looking for a present for kids
- Beginning astronomers taking their first steps in astronomy

More information: <http://www.levenhuk.com/catalogue/telescopes/levenhuk-skyline-50x600-az/>

4.2. Levenhuk Skyline 60x700 AZ Telescope



This telescope is a great choice for those who take their very first steps in astronomy. The telescope is equipped with a simple azimuth mount, which does not require any special skill from the user. This model is easy to assemble and transport. The diagonal prism (included in the kit) allows for maximum comfort during terrestrial observations.

The kit includes:

- Levenhuk Skyline 60x700 AZ Telescope
- 20mm eyepiece (35x)
- 4mm eyepiece (175x)
- 90° diagonal prism
- 3x Barlow lens
- 5x24 optical finderscope
- Cleaning wipe
- Altazimuth mount
- Aluminum tripod with accessory tray
- User manual and warranty slip

The telescope's advantages:

- Easy assembly
- Light weight
- The kit includes a 90° diagonal prism

How to promote this model to customers:

- The telescope is suitable for both astronomical and terrestrial observations.
- It's easy to adjust the telescope; no specific skills are required.
- It's a great gift for a child or adult beginner.

Target audience:

- Those who are looking for a present for kids
- Beginning astronomers taking their first steps in astronomy.

More information: <http://www.levenhuk.com/catalogue/telescopes/levenhuk-skyline-60x700-az/>

5. Levenhuk Karma and Sherman Binoculars



Consider new Karma and Sherman binoculars series. These series replace Bino PLUS, Bino Ultra, Energy and Energy PLUS binoculars, which are no longer supplied.

1. Levenhuk Karma family includes three product series and features the following advantages:

Karma

- Compact roof prisms
- Fully multi-coated optics

Karma PLUS

- Compact roof prisms
- Multi-coated optics
- Improved three-element eyepieces
- Waterproof shell

Karma PRO (previously known as Energy PLUS binoculars): exceptionally good sellers; proven reliable, good quality.

- Compact roof prisms
- Fully multi-coated optics
- Improved multi-coated four-element eyepieces
- Wide field of view
- Waterproof shell

2. Similarly, Levenhuk Sherman family includes three product series:

Sherman

- Porro prisms
- Multi-coated optics
- Waterproof shell

Sherman PLUS

- Porro prisms
- Fully multi-coated optics
- Improved four-element eyepieces
- Wide field of view
- Waterproof shell

Sherman PRO

- Porro prisms
- Fully multi-coated optics
- Improved multi-coated five-element eyepieces
- Distortion-free images
- Wide field of view
- Waterproof shell

More details on Levenhuk Karma and Sherman binoculars are available in the product guide: <http://www.levenhuk.com/binoculars-guide/>

How to promote these binoculars models to customers:

We assume that customers make a choice according to the following scenario:

a) Customers make an initial choice based on aesthetic preferences – whether they want Karma or Sherman – these binoculars have a different shape and different character.

Here's how you can picture the image and the character of these models:

- Sherman is like a tank, while Karma is a sniper rifle
- Sherman is like a flail, while Karma is a switchblade
- Sherman is for brutal unshaven men, while Karma is for James Bond
- Sherman is like a bear, while Karma is a jaguar
- Sherman is for an artillery gunner, Karma is for a general who is observing the territory standing on a hill :)

b) Then customers check their budget and choose the series accordingly.

c) After that, customers choose the exact model in the series they want to purchase.

THE MOST IMPORTANT TASK – explain to the customers the differences between these binoculars, and most importantly mention at the right moment that they can add only about \$20 and get a model from a way much cooler (more advanced) series.

It's important to note that product lines are selected and the prices are set so that the price difference is relatively small. It's easier for a customer to spend an extra \$10-\$20 in order to get fancier binoculars. This is the key moment.

Switching a customer from one series to another:

a) Karma PLUS are the same as Karma, but have waterproof shells and eyepieces made of three elements, which provides for better image quality.

b) Karma PRO are the same as Karma PLUS, but feature four-element eyepieces and fully multi-coated optics.

c) Sherman PLUS are the same as Sherman, but feature four-element eyepieces and full multilayer coating.

d) Sherman PRO are the same as Sherman PLUS, but feature multi-coated five-element eyepieces.

The full list of new models:

67717	Levenhuk Karma 10x32 Binoculars
67718	Levenhuk Karma 10x42 Binoculars
67715	Levenhuk Karma 6,5x32 Binoculars
67716	Levenhuk Karma 8x32 Binoculars
67719	Levenhuk Karma 8x42 Binoculars
67706	Levenhuk Karma PLUS 10x25 Binoculars
67709	Levenhuk Karma PLUS 10x32 Binoculars
67712	Levenhuk Karma PLUS 10x42 Binoculars
67710	Levenhuk Karma PLUS 12x32 Binoculars
67713	Levenhuk Karma PLUS 12x42 Binoculars
67708	Levenhuk Karma PLUS 8x25 Binoculars
67707	Levenhuk Karma PLUS 8x32 Binoculars
67711	Levenhuk Karma PLUS 8x42 Binoculars
67696	Levenhuk Karma PRO 10x25 Binoculars
67697	Levenhuk Karma PRO 10x32 Binoculars
67698	Levenhuk Karma PRO 10x42 Binoculars
67699	Levenhuk Karma PRO 10x50 Binoculars
67700	Levenhuk Karma PRO 12x50 Binoculars
67701	Levenhuk Karma PRO 16x42 Binoculars
67702	Levenhuk Karma PRO 8x25 Binoculars
67703	Levenhuk Karma PRO 8x32 Binoculars
67704	Levenhuk Karma PRO 8x42 Binoculars
67735	Levenhuk Sherman 10x50 Binoculars
67736	Levenhuk Sherman 16x50 Binoculars
67734	Levenhuk Sherman 7x50 Binoculars
67747	Levenhuk Sherman 8x40 Binoculars
67731	Levenhuk Sherman PLUS 10x50 Binoculars
67732	Levenhuk Sherman PLUS 12x50 Binoculars
67730	Levenhuk Sherman PLUS 6,5x32 Binoculars
67733	Levenhuk Sherman PLUS 7x50 Binoculars
67729	Levenhuk Sherman PLUS 8x42 Binoculars
67726	Levenhuk Sherman PRO 10x42 Binoculars
67727	Levenhuk Sherman PRO 10x50 Binoculars
67728	Levenhuk Sherman PRO 12x50 Binoculars
67723	Levenhuk Sherman PRO 6,5x32 Binoculars
67724	Levenhuk Sherman PRO 8x32 Binoculars
67725	Levenhuk Sherman PRO 8x42 Binoculars