



FOR IMMEDIATE RELEASE

New InfiRay Outdoor BOLT SE (TL25SE) Available through Sports South, Inc.

(Lewisville, Texas) iRayUSA, the United States Distributor of InfiRay Outdoor thermal optics, introduces a new thermal rifle scope model, the BOLT SE 25mm (TL25SE), with availability exclusively through Sports South, Inc. through March of 2024.

The InfiRay Outdoor BOLT SE is built on the success of previous BOLT models with a focus on simplicity and ease of use. Designed with users of traditional rifle scopes in mind, the BOLT SE offers a familiar profile and tactile controls. InfiRay's industry-leading 12 µm 384x288 Micro II sensor, paired with a 1536x1080 AMOLED display provides exceptional clarity across all zoom levels and is adjusted via an intuitive zoom ring. Hunters can appreciate the ability to use common mounting systems or the included 30mm rings to mount on bolt-action rifles or other platforms. An internal battery with USB-C charging eliminates the need to change batteries in the field. Photo and video recording with 32GB of internal storage and mobile app connectivity with wireless streaming allows users to share their experiences with friends and family.

"We are excited to offer this exclusive product as part of our partnership with iRayUSA that will hopefully help our valued dealers grow their business in such an evolving market," said Caden Smith, Sports South Director of Sales. "This is an exciting product for us," said Pliny Gale iRayUSA Director of Marketing. "This optic uses many features of the extremely popular BOLT models, and simplifies them for an intuitive user experience, and an amazing price point for an entry level thermal optic."

To learn more about the BOLT SE 25mm, please visit irayusa.com/tl25se

About iRayUSA

iRayUSA is the United States distributor of InfiRay Outdoor thermal night vision devices. InfiRay Outdoor is the world's leading manufacturer of thermal sensors and thermal optics with over one-hundred patents and the first commercially available 1280 resolution thermal weapon sight. Established in 2020 by thermal industry experts with more than a decade of experience, iRayUSA serves as the US sales, marketing, support, and distribution headquarters for InfiRay Outdoor thermal weapon sights and thermal monoculars. With a staff of experienced night hunters, iRayUSA understands the needs of the customer and is proud to offer the best warranty and support in the thermal optics industry.

Learn more about our products at: www.irayusa.com

Dealer inquiries can be submitted at: www.irayusa.com/become-a-dealer

Warranty information can be found at: www.irayusa.com/warranty

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