



**FOR IMMEDIATE RELEASE**

## **InfiRay Outdoor Announces RICO Mk2 LRF 640 50mm Thermal Weapon Sight (RH50R)**

(Lewisville, Texas) iRayUSA, the United States Distributor of InfiRay Outdoor thermal optics, introduces the next evolution of the RICO (Rugged Infrared Compact Optic) line of thermal weapon sights – the RICO Mk2 LRF.

Built upon the original RICO Mk1 series, the RICO Mk2 LRF was designed with an integrated 1,200-yard capable rangefinder, a 60 Hz refresh rate, and increased sensitivity to an impressive  $\leq 20$  mK. The RICO Mk2 features a high-performance 12  $\mu$ m Micro II core, a 1,750-yard detection range, and an ultra-high-contrast 2560x2560 AMOLED HD display for an unparalleled viewing experience. The RICO Mk2 takes its image processing one step further with Advanced Image Correction and Automatic Image Optimization courtesy of its MATRIX III processor. An intuitive and easy-to-use interface combines with a picture-in-picture function, 5+ hour run-time, magnesium alloy housing, 1000 G/s<sup>2</sup> shock-resistance, and 32 GB of internal memory. The RICO Mk2 LRF also unlocks advanced features such as a rotating zoom lever, magnetic charging port, and recoil activated video.

Similar to other new models in the RICO family of thermal weapon sights, a smaller profile, dual-locking-lever, quick-detach mount comes standard with the RICO Mk2 LRF. Like the original RICO Mk1 series, the Mk2 LRF is still compatible with the American Defense Manufacturing RQD mount (AC03). In the Mk2, ergonomic design enhancements were made throughout the product, including an updated lens cover, improved tactile in-line control buttons, smooth and precise focus adjustment, and a new IBP-5 4400mAh battery with a larger locking latch for improved access while wearing gloves. Most notably, the zoom control has been moved to the ocular side of the device - feeling like a traditional day scope. This Smooth-step™ digital zoom control adjusts the magnification in smooth and precise .1x increments as the lever is rotated.

The new RICO Mk2 LRF (RH50R) model launches with a competitive price of \$5,499.

“We’re at an interesting point in time, and in our own product development,” said Pliny Gale, iRayUSA Director of Marketing. “We just introduced the RICO Mk1 V2 that takes all the features of the original MK1, adds a few more, and comes in at a new, lower price. At the same time, we are introducing the next evolution of the RICO family, the Mk2. The Mk2 is choke full of material improvements, software optimization, and ergonomic upgrades. While the Mk1 series has an optional laser rangefinding module, the Mk2 LRF integrates the rangefinder directly into the device. Offering the new Mk2 LRF model and the Mk1 V2 model at the same time gives our customers tons of price and feature options in a 640x512 50mm thermal optic known for amazing image quality.”

To learn more about the RICO Mk2 LRF, please visit [irayusa.com/rh50r](http://irayusa.com/rh50r)

## 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](http://www.irayusa.com)

Dealer inquiries can be submitted at: [www.irayusa.com/become-a-dealer](http://www.irayusa.com/become-a-dealer)

Warranty information can be found at: [www.irayusa.com/warranty](http://www.irayusa.com/warranty)

### Media Contact:

Pliny Gale, Director of Marketing

[pliny@irayusa.com](mailto:pliny@irayusa.com)

###