

# HOLO News

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WINTER ISSUE

JANUARY 2006

## EOTech Saves a Life

It is not very often that you hear a feel-good story from the battlefields of Iraq. Most often we hear about the deaths and injuries that occur while fighting men and women complete their jobs to ensure Iraqi liberation. IED's and suicide bombers typically top the news channels and portray a very negative image of this war, at least in the eyes of the US media. Recently, we received a letter from a soldier in theatre that touched our hearts, and would like to share. The story begins a couple of months ago during a mission in Iraq supporting Operation Iraqi Freedom. During some down time, a well respected U.S. soldier named Lt Dooley was asked by a young Sergeant how he liked his EOTech HOLOgraphic weapon sight. The Lt replied by saying the sight is fantastic and continued to speak very highly of it. Sgt Kurt Power respected Lt Dooley's recommendation so much that he immediately ordered an HWS online that very night. The sight showed up days later and immediately improved his performance over the Army issued Aimpoint (M68). Sgt Power was amazed the minute he put

it on his M4. "This new holographic sight gives soldiers on the ground, especially on raids which we do the most, the ability to make accurate and lifesaving shots in just split seconds. The M68 red dot sight is good however the red dot does not give you the same ability to make the same lethal shots as easily."

On October 10<sup>th</sup>, Sgt Power and his unit were running a mission in Ar Ramadi, one of the most dangerous areas in Iraq. During this mission, he was targeted by an insurgent sniper and shot. The 7.62x39 round would have killed him instantly but the round initially hit his EOTech sight (see figure 1) which re-routed the round to a less lethal location in his chest under his left arm. He was rushed out where imme-



Figure 2: Sgt. Power getting patched up and ready to return to action

diate medical treatment began. After much work, the round was removed from the soldier's back and the wound was treated (see figure 2). Sgt Power refused to be medevaced back to the U.S. for further treatment because he knew that he could make a difference and support his unit. His rehab occurred at a very



Figure 1: Damaged EOTech that saved his life

quick pace, and he returned to the battlefield only a month after being wounded. This life-changing experience of survival has opened Sgt Power's eyes to the importance of mentoring younger, inexperienced soldiers. "I only hope that my story may do for other Soldiers what Lt Dooley's

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### SPECIAL POINTS OF INTEREST:

- Life saving HOLO
- Rising press exposure
- Tech Talk– Battery shut down

endorsement did for me because I believe it will save a lot of lives over here" said Powers.

"Thank you for making a superior product that is helping make a major difference over here in Urban Combat and clearly was the deciding factor in my survival" added Sgt Power. EOTech is extremely proud of Sgt Power for his strength, determination, and dedication to our country. A new model 552 was immediately sent out so he was properly equipped when he re-joined his team and returned to the battlefield.

## Another Stellar Year

EOTech has had another record setting year that included a strong growth in sales and market penetration. Much of this success is attributed to our selling network that includes a large number of US distributors across the country. As we gear up for another year, we would like to remind you that it is time to re-qualify to maintain your

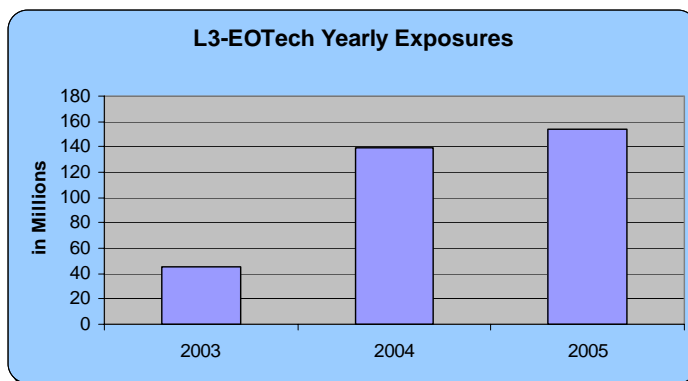
distributor status for 2006. The qualifying order quantity of 10 units has not changed from before and can be met by ordering one or a variety of models. As before, once this qualifying order is met, you will lock into the distributor pricing for the entire year. Pricing has increased slightly so be sure to obtain the '06 price list. We are also excited

to announce that we have instituted an incentive program to distributors who reach certain quantity milestones. Lastly, we also ask that you notice the new MAP pricing and make the necessary changes in catalogs, print media, or web sales. Thank you for another incredible year and we wish you great success in 2006.

## L3- EOTech is Everywhere!!

In virtually any business, it is imperative to advertise and get your product or service in front of your market. For the past couple of years, L3- EOTech has done so in several industry related trade publications as well as monitor these advertisements to ensure we are getting our money's worth. In addition, we feel it is very important to get a better indication of overall L3 - EOTech exposure. An exposure for L3-EOTech can be defined as any paid advertisement, cover photo, secondary article, general photo, mention, or appearance in another company's ad. We track additional exposures throughout these publications and other large publications where the HWS appears. For example, we count when an HWS is included in an article or magazine cover or included in some other com-

pany's advertisement. We also count when we are included in a photo such as on the front page of USA Today or Newsweek. Growing demand, strong relationships with magazine writers, and overwhelming support from our distributors has given L3-EOTech incredible face time. In the past 3 years, an HWS has appeared on over 25 magazine covers within the industry. In 2005, over 35 major OEM or distributors have included an HWS in their ad yielding over 16 million impressions. Pictured in Sports Illustrated, Time Magazine, USA Today, Newsweek, and more, the HWS has generated over 160 million overall



Several 2005 LE Magazine covers with featuring the HWS

exposures in 2005. Not bad considering the L3-EOTech tactical ad we paid to place represents only 5.9 million impressions. The factory has worked extremely hard here to build this strong momentum. This growing exposure rate leads to greater demand for the HWS, which equates to greater sales to our distribution channels.

## Good things come in Small Packages

The success of a mission always relies on the performance of the operator and his equipment. Dependable, battle proven equipment is essential. One failure or mistake could cost lives. This in mind, the HWS was ingeniously designed even down to a sophisticated electronics package that includes several safety features that most certainly can make a difference when deployed into battle.

Elite operators are trained to be thorough, but even they can forget to turn their equipment off after an operation. When they get the call, seconds count and there is no time to tinker with equipment. The HWS is equipped with an auto shutdown capability that will power down the sight after a pre-defined time. This feature is programmable and is designed to preserve battery life. When turning the sight on with the right (up) button (see figure 3), the sight is programmed to shut down 8 hours after the last time a button is used.

If the left (down) button is used to turn the sight on, it will turn off 4 hours after. This is important to repeat. The sight will shut down either 4 or 8 hours after the last time a button is pushed. Each



Figure 3: HWS membrane with up and down buttons

time an operator makes any brightness adjustment or drops to NV mode, the internal clock is reset, eliminating any possibility of a shut down in the middle of a mission. It is not uncommon to hear from a department that stored their rifles with the armorer or a safe, only to find their red dot sight was unintentionally left on and drained of power. When called to action where response time and speed are critical, these sights failed and let the operator down when he needed it most.

The HWS can provide an operator with useful information while in the field. Just as a vehicle without a fuel gauge can leave someone stranded, going into a threatening situation with weak, dying batteries can be a disaster. One major hesitation many departments and military units have when considering weapon optics is power source failure at critical moments. With the HWS, an operator can confidently engage in a mission knowing his equipment will perform throughout and can even check the battery condition at any time by simply turning the sight off and back on. It is engineered to automatically perform a battery check every time the sight is powered up. If the batteries have less than 20% of life left, the sight will turn on with the reticle image blinking on and off for the first 5 seconds. If the

remaining battery life exceeds 20%, the sight will turn on with a steady reticle pattern. Keep in mind, the battery life for these products are quite sufficient. (see battery life chart, figure 4) Even with the less powerful N

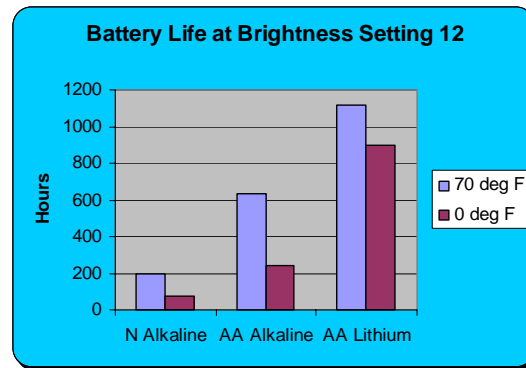


Figure 4: Battery Life Chart at Setting 12

Cell battery sights, 20% life is equal to roughly 40 hours of run time, plenty of time to safely complete a mission. It is important to note that none of our major competitors offer this valued feature.

The HWS is in a class of its own. Red dot sights use older technology that just can't get the job done. They must provide the user with the necessary tools to get him through his mission successfully. This means offering a smarter weapon optic that can provide him with information and safety features that will enhance his performance. He must have 100% confidence in his equipment and trust that it will function flawlessly. The HWS offers the only complete sighting system that has earned this trust among thousands of soldiers and law enforcement officers around the world.

# Testimonials

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The word is getting out that the HWS is the best electronic weapon sight in the industry. Here are recent excerpts from operators in the field regarding the HWS:

*"When Katrina hit on 8/29 my home was under 7ft of water. I had a gun safe in my closet that was under salt water for over two weeks... My rifle was in poor shape but the EOTech mounted on top actually powered up! It works fine and is still on my rifle. Thank you for a damn good sight!!"*

**David Liang**  
**New Orleans Police Officer**

*"My sincere compliments to you for an awesome sight! The time it takes to establish a good sight picture dropped from a few seconds down to practically no time at all... I was shaking my head in amazement every time I went out to check my targets."*

**Shane Grassi**

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## Where L-3 -EOTech Will Be in 2006

There are several opportunities throughout the year to promote the HWS and connect with potential end-users. Here is a list of upcoming events we will participate in.



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### January

Marine West, Camp Pendelton-Jan.18-19

Aslet, Albuquerque, NM - Jan. 17-18

### February

SHOT Show, Las Vegas, NV - Feb 9-12

SICUR, Madrid, Spain- Feb 21-24

### March

PSDB, RAF Halton, UK,- March 8-9

IWA, Nurneburg, Germany- March 10-13

SICUREZZA, Milan, Italy- March 15-18

SOFEX, Amman, Jordan- March 27-30

Force Mod./Bortac, El Pas, TX – TBD

### April

Texas Tactical, Houston, TX- April 1-2

Marine South, Camp LeJuene, NC - April 5-6

CANSEC, Ottawa, Canada - April 5-6

MI Tactical Officer Association - TBD

Blue Line, Toronto, Canada - TBD

Tac Pro Midwest, Indianapolis, IN - April 11-12

US Law Expo, Washington DC - April 26-27

Malaysia Defence Services, Kula Lumpur, Malaysia - April 24-27