

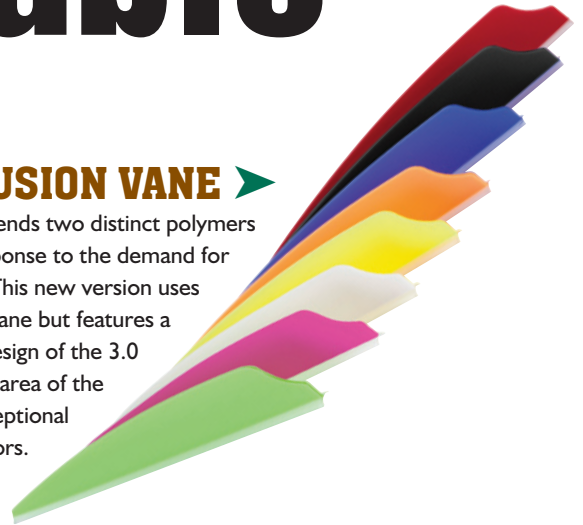
# New & Notable

*New & Innovative Products to Watch*

## **NORWAY INDUSTRIES 3.0 FUSION VANE** ▶

In 2009, Norway introduced the revolutionary Fusion vane, which blends two distinct polymers for the ultimate in both vane adhesion and durability. This year, in response to the demand for a longer version of the Fusion, Norway has created the 3.0 Fusion. This new version uses the same innovative polymer combination as the original 2.1 Fusion vane but features a 3-inch length for archers who prefer a longer vane. The unique design of the 3.0 Fusion minimizes overall mass weight and increases the surface area of the vane for less cross-wind interference, greater stabilization and exceptional arrow flight. The new 3.0 Fusion vanes are available in eight colors.

For more information, log onto [norwayindustries.com](http://norwayindustries.com) or call (800) 778-4755.



## ◀ **TRU-FIRE T1 FIXED-BLADE BROADHEAD**

The T1 Fixed-Blade Broadhead from Tru-Fire utilizes a groundbreaking Spring Retention System to eliminate frustrating loose blades. With the patent-pending Spring Retention System, the .032 stainless-steel blades are placed in the ferrule's blade slot and forced toward the tip by pressure from the spring, holding the blades securely in place. The T1 features an aggressive tip, a two-position blade-locking system and a 1.125-inch cutting diameter. The T1's one-piece, solid steel ferrule provides exceptional arrow flight. For more information, log onto [trufire.com](http://trufire.com) or call (920) 923-6866.



## **BCY TROPHY BOWSTRING MATERIAL** ▶

What do you get when you blend BCY's 452X bowstring material with Gore Performance Fibers? The answer is next-generation Trophy bowstring material. New Trophy bowstring offers all the features archers have come to rely on in BCY's 452X material, including improved arrow speed, no creep and vibrant-looking color combinations. But Trophy bowstring also offers less vibration, reduced noise and increased durability. Trophy is available in a full range of colors and is backed by BCY's technical expertise and superior customer service. For more information, log onto [bcyfibers.com](http://bcyfibers.com) or call (860) 632-7115.



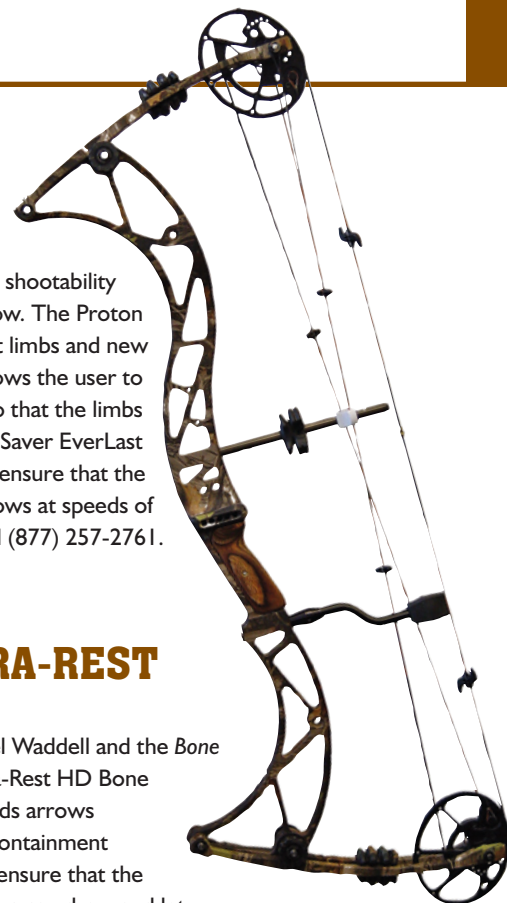
## ◀ **T.R.U. BALL BONE COLLECTOR BEAST**

For 2010, T.R.U. Ball has taken the Short-N-Sweet, the favorite release of Michael Waddell and the Bone Collector team, and added a solid rod connection and an all-new 3- or 11-ounce trigger to create the Bone Collector Beast. The Beast features a quick-load, stainless-steel open-hook design that makes hooking the release to the string loop so quick and easy that the hunter never needs to look away from the target. The high-speed Beast sports a forward trigger to gain draw length for short-draw archers. A relaxed, comfort-plus, swept-back trigger is also available. The Beast includes a drop-away globo-swivel connection with easy draw-length adjustments and can be purchased with either a black leather buckle strap or a camo Velcro strap. For more information, log onto [truball.com](http://truball.com) or call (434) 929-2800.



## LIMBSAVER PROTON

The Proton, LimbSaver's flagship bow for 2010, offers a vast number of innovative new features and technologies. At just 3.8 pounds, the Proton sports a lightweight, streamlined riser profile. The 32.5-inch axle-to-axle length provides torque-free shootability and exceptional forgiveness, but the Proton shoots and feels like a much longer bow. The Proton also features new limb-forward pocketless technology, new high-performance split limbs and new patent-pending PowerLock Adjustment Technology. This exciting technology allows the user to make precise, 2-pound limb adjustments on both the top and bottom limb sets so that the limbs can be set to the same poundage or tuned separately for optimal performance. LimbSaver EverLast String Leeches and UltraMax LimbSavers with Next Generation NAVCOM material ensure that the Proton is unbelievably quiet and vibration-free. The Proton is capable of slinging arrows at speeds of 330 feet per second. For more information, log onto [limbsaver.com](http://limbsaver.com) or call (877) 257-2761.



## QUALITY ARCHERY DESIGNS ULTRA-REST HD BONE COLLECTOR

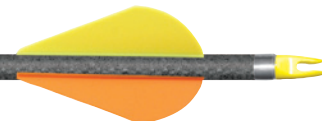


Quality Archery Designs has partnered with Michael Waddell and the *Bone Collector* crew to introduce the special edition Ultra-Rest HD Bone Collector. The incredibly popular Ultra-Rest HD holds arrows securely, even when turned upside down. This total-containment drop-away rest utilizes Velocity Drop-Away Technology to ensure that the launcher will only drop away when the bow is fired, so archers can draw and let down slowly without launching an arrow. The Ultra-Rest HD also features innovative Lock-Down Technology, which eliminates launcher bounce-back for total fletching clearance, and Advanced Vibration Technology to minimize vibration and noise. The special edition Ultra-Rest HD Bone Collector features the stylish Bone Collector skull to make this rest look even deadlier. For more information, log onto [qadinc.com](http://qadinc.com) or call (434) 846-5839.

## CARBON EXPRESS MAYHEM SERIES

Archers and bowhunters looking for an arrow with the perfect combination of speed, accuracy and penetration will love the new Carbon Express Mayhem series. The Mayhem incorporates K-360° Weave Technology, a new technology that provides exceptional spine consistency for improved accuracy and kinetic energy without adding excess weight. The Mayhem also features Bulldog Nock Collars and is available fletched with either Bohning Blazers or Norway Fusion Vanes. The Mayhem features a straightness of +/- .0035, a weight tolerance of +/- 1.0 grain and a spine selection tolerance of +/- .0025. Two versions are available: the Mayhem and the Built-In Weight Forward Mayhem Hunter. For more information, log onto [carbonexpressarrows.com](http://carbonexpressarrows.com) or call (800) 241-4833.

CARBON EXPRESS MAYHEM HUNTER



## CAMPBELL VIDEO EDITOR



Who knows more about editing hunting footage than the Campbell Outdoor Challenge, the people who brought you *The Sport of Filming Hunts*? Now any hunter can create a professional-looking hunt video with the Campbell Video Editor. This introductory-level editing software package was designed specifically for hunters, by hunters. Even with no previous video-editing experience, hunters can use the Campbell Video Editor to turn raw outdoor footage into a video with transitions, titles, fades, outdoor sounds and menus. Once the user has mastered the basic software, he or she can purchase upgrades for additional editing capabilities. For more information, log onto [campbellcameras.com](http://campbellcameras.com) or call (877) 384-3337.

# New & Notable



## GOAT TUFF OPTI-VANE

Goat Tuff Products utilizes patented Fusion Technology from Norway Industries to create the innovative new Opti-Vane. Like the Fusion Vanes, the Opti-Vane blends two distinct polymers together—a soft polymer for the base to optimize adhesion and a stiffer polymer for the blade for superior durability. The Goat Tuff Opti-Vane features a modified parabolic profile and light weight for unmatched flight characteristics. This incredibly accurate 2-inch vane is available in six colors. For more information, log onto [goattuffproducts.com](http://goattuffproducts.com) or call (520) 742-1701.



## BAD RIVER OUTDOORS TAGGED-OUT CROSSBOW SIGHT

With more and more hunters taking advantage of increased crossbow-hunting opportunities, crossbows and crossbow accessories have become profitable product categories for archery pro shops. The new Tagged-Out Crossbow Sight from Bad River Outdoors is durable and weatherproof, with a glow-in-the-dark finish for low-light shooting conditions. The Tagged-Out features bright fiber optics and a built-in deer rangefinder that provides instant, hands-free ranging ability up to 50 yards. The Tagged-Out works equally well on the 3D range as in the woods. This rugged sight comes with a 100-percent lifetime guarantee and is available in models to fit a number of different crossbows. For more information, log onto [badriveroutdoors.com](http://badriveroutdoors.com) or call (989) 642-2345.

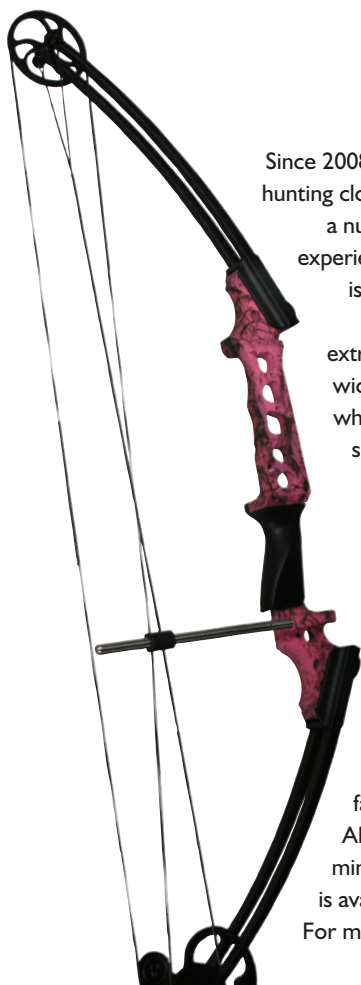
## PRÓIS HUNTING APPAREL ULTRA HOODIE

Since 2008, Próis Hunting Apparel has been designing comfortable, functional hunting clothing specifically for women. This year Próis promises to introduce a number of new high-performance garments to improve the outdoors experience for female hunters. One of the most versatile of these garments is the Próis Ultra Hoodie. The lightweight Ultra Hoodie can be worn alone on a spring turkey hunt or layered under a vest or jacket for extra warmth in cooler weather. The Ultra Hoodie's polyester birds-eye wicking fabric wicks away moisture to keep the wearer warm and dry, while the athletic design and thumbholes at the cuff line provide precision of movement. Front zippered pockets securely hold keys, game calls and cell phones. The ultra-soft, snag-resistant Ultra Hoodie is available in Realtree AP HD and Advantage Max-I HD. For more information, log onto [proishunting.com](http://proishunting.com) or call (970) 641-3355.



## AMS LADY HAWK

Bowfishing is a perfect sport for entry-level and experienced archers alike. Rather than sitting alone in a chilly November treestand, bowfishing enthusiasts can enjoy sunny days on the water with friends and family. For 2010, AMS makes it even easier for women to get involved in this fun, family-friendly sport with the Lady Hawk. This new bowfishing bow offers all of the features of the AMS Fish Hawk but comes in an attractive Pink Mothwing Camo. This single-cam bow features minimal letoff, a 35.5-inch axle-to-axle length and a 30- to 40-pound draw weight. The Lady Hawk is available in a package that includes the AMS Retriever Pro and the AMS Wave Rest. For more information, log onto [amsbowfishing.com](http://amsbowfishing.com) or call (888) 541-7657.



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