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WILLIAM OPTICS

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For immediate release:

WILLIAM OPTICS REVEALS RACING SERIES

Taipei- June 15, 2007 — Pursuant the licensing agreement announced in March with Ferrari S.p.A., distinguished telescope maker William Optics is pleased to make public its new optical jewels Ferrari Visio 8x25 Binoculars and Ferrari ZenithStar Racing Edition Telescope.

Ferrari Visio is a pair of ergonomic, folding binoculars with 25mm objectives and wide field of view. They are engineered and produced to exacting standards with the greatest viewing comfort and ease of use in mind.

Inspired by Ferrari excellence and renown in the sports car industry, William Optics designed a high-performance set of binoculars that both feels and is outstanding, when you hold them in your hands as well as when you look through them.



The Ferrari Visio is ideal for use at car racing events and for outdoor leisure time thanks to their high quality optics, which are suitable for glass wearers as well. Inspired by the Ferrari racing cars, the Visio boasts a real carbon fiber plate which gives them a distinctive look and lightweight construction.

The Ferrari Visio package comes with a neck strap and a stylish cordura pouch to make them easy to carry everywhere with you.

The second creation in the new racing optics line featuring the exclusive Ferrari Prancing Horse shield is the unprecedented Ferrari ZenithStar Racing Ed. telescope.

Ideal for casual observations, astronomy, photography and as a spotting scope, its beautiful high-grade aluminum body with Ferrari inspired paint finish is paired with extraordinary premium optics to achieve a result that only companies with "a passion for the very best" can produce.



Built to deliver first-class optical performance without renouncing aesthetic perfection, the distinctive design and packaging make it an ideal present for Ferraristi. Ferrari ZenithStar Racing is made piece by piece with only the highest quality materials to ensure a lifetime of gratifying possession.

Its complete package consists of a zoom eyepiece, a 45 degree erecting prism and the optical tube assembly with dual-speed focuser and a retractable dewshield with Ferrari logotype. For enhanced portability, an elegant carry-on backpack protects the telescope during your traveling. The hard-case Ferrari ZenithStar Backpack options are Rosso Corsa (Racing Red) or black.

Ferrari Visio 8x25 Binoculars and Ferrari ZenithStar Racing Ed. Telescope will be available shortly through the best camera stores worldwide and optical product suppliers, for US\$ 199 and US\$ 699 respectively.

William Optics: your partner for optics

A well-known name in amateur astronomy and terrestrial optics, William Optics, headquartered in Taipei, Taiwan, has a decade-long experience in high-quality telescopes, binoculars, spotting scopes and other astronomical accessories and equipment. Its brand products are available through a worldwide network of more than 70 specialist distributors in 35 countries. Its motto is "Crafting the world's finest astronomical instruments". For more information, please visit www.williamoptics.com

Press Info & Distribution

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For more information and orders please log onto www.williamopticsracing.com or contact one of our authorized point of sales.