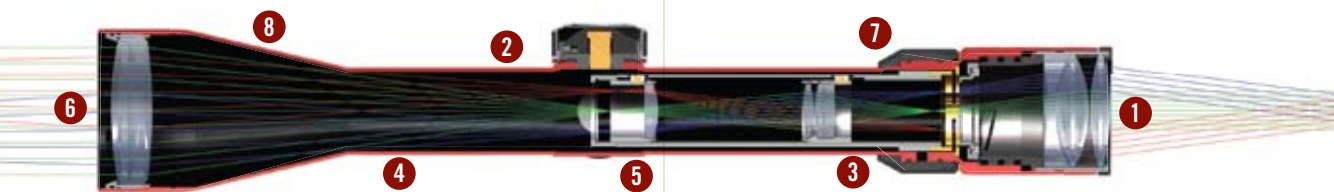


HOW TO SELECT THE RIGHT RIFLESCOPE.

Choosing the right rifle scope is a matter of discovering what best fits you, and your intended application. Careful consideration here directly affects success in the field.

Scopes make targets appear closer and easier to see. They help shooters quickly acquire the target and place each shot with less effort. Plus, they also gather and transmit more light, for improved visibility at dawn and dusk and other low-light conditions.



Three key variables come into play in the science of optics.

Field of view (the width of area you can see through a scope), **eye relief** (the distance your eye can be from the scope and still see the full field of view), and **magnification**, are all three inter-related. It is a series of trade-offs; more of one means less of another to some degree.

The following options provide a good rule of thumb for scope selection:

For general, all-around hunting purposes – a mid-range 3-9x scope that provides a good balance of magnification and field of view is ideal.

For close-in, faster targets – a scope with less magnification and a wider field of view is advised – a 1.5-5x scope for instance, could be perfect for your turkey gun, slug gun or early-season muzzleloader.

For smaller, more distant targets – such as varmints or long-distance target shooting – where it's possible to get a good, solid rest, higher magnification 4-14 or 6-24 scopes are best.

For low-light conditions – scopes with a larger objective (front) lens will gather more light, producing a brighter image. No matter the application, there's a Simmons® scope designed to meet your needs.

EIGHT REVOLUTIONARY INNOVATIONS THAT PUT SIMMONS RIFLESCOPES IN A CLASS ALL THEIR OWN.

1 Simmons® Exclusive QTA™ (Quick Target Acquisition) And Fast Focus Eyepiece

Using modern, heavier loads with increased recoil requires longer eye relief (the distance between the shooter's eye and the scope's eyepiece). Our QTA eyepiece solves this problem by providing a constant eye relief of 3.5" or more, throughout the entire power range – rather than shrinking it as power increases, like most scopes.

The QTA eyepiece provides a larger optical sweet spot with clear, in-focus viewing allowing more vertical, horizontal, forward and backward movement behind the scope. This helps you acquire the target quicker and shoot faster, and with more accuracy when shooting uphill or from a prone or awkward position.

2 Steel-On-Steel TrueZero™ Windage And Elevation Adjustments For Accurate, Reliable Clicks

This innovative and durable design utilizes a ball-bearing and spring system – truly stronger and much more stable than typical designs. Employing direct, steel-on-steel pressure, Simmons' TrueZero system locks tight to hold "true zero" through an untold number of hunts. And, for extended, all-weather reliability, TrueZero is completely sealed and waterproof, even with the caps off. Impervious to wear, this one-of-a-kind system brings hunting confidence and reliability to a whole new level.

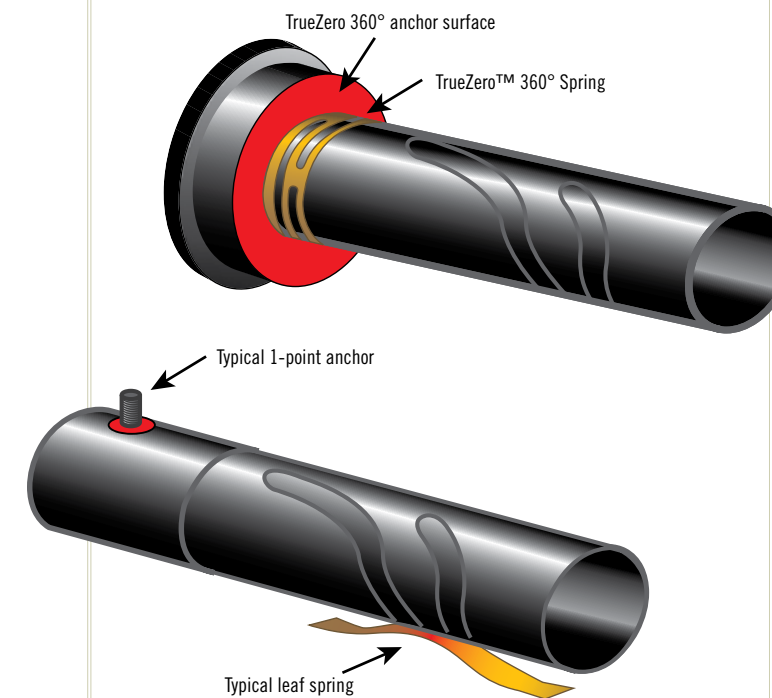
Once adjusted, it stays locked tight to zero. There's no need to tap on the turret to make certain adjustments are set. And because no tube space is taken up by traditional leaf spring adjustments, TrueZero gives you a full 17% more windage and elevation travel.

3 TrueZero Erector Assembly – Holds Tight to Zero With 300% More Force

Featured on all Aetec® scopes, Simmons' patented TrueZero™ erector assembly takes the internal erector tube (which holds the lenses) and attaches it to the scope tube – instead of using only one screw and one leaf spring to hold a loose erector in place, like most conventional riflescopes.

TrueZero distributes recoil across the entire base of the lens housing, instead of focusing recoil on just one screw – dramatically reducing recoil impact to the lenses and erector, while providing 300% more holding force – so zero and parallax stay locked in, even up to 1,000 rounds from a .375 H&H magnum rifle or a 12-gauge slug gun firing a 3.5" shell.

TRUEZERO VS. TYPICAL ERECTOR ASSEMBLIES



4 One-Piece Main Tube Construction For Solid Durability And Reduced Weight

Crafted as a single unit from aircraft-quality aluminum, it's the industry's only true one-piece scope, with 30% fewer parts, 16% less weight and fewer seams and joints to seal.

5 Side Parallax Adjustment For Faster, Easier, More-Accurate Targeting

Available on select AETEC® and ProHunter® scopes, our side parallax adjustment is easy-to-reach so you can adjust parallax while keeping your target in view. Ideal for target shooting and varmint hunting.

6 High-Quality Optical Glass And Coatings For Ultra-Clear, Ultra-Bright Images

Simmons' Precision-ground optical glass with specialized coatings, provide unparalleled light transmission, higher contrast, outstanding glare control and ultra-sharp clarity.

7 SureGrip™ Rubber Surfaces For Easier Adjustments In Any Weather

All Master Series scopes feature SureGrip™ rubber surfaces on windage and elevation caps, power change rings, eyepiece diopter adjustments and side parallax adjustment knobs – making all adjustments quick and easy, even when wearing cold, wet, heavy gloves.

8 Fully Waterproof, Fogproof And Recoilproof

All Simmons® scopes are nitrogen-purged for a 100% fogproof and waterproof seal. Simmons® scopes are assured to hold zero up to 1,000 rounds from a .375 H&H magnum rifle or a 12-gauge slug gun firing a 3.5" shell.