

Game Changer

BULLSEYE CAMERA SYSTEMS' INNOVATIVE PRODUCT IS A MUST FOR ANYONE WANTING TO BECOME A GREAT SHOOTER

As I strolled the aisles at this year's SHOT Show, where all the newest, hottest hunting and outdoor gear is on display, I fought the same mental/physical fatigue as thousands of other hunting industry people. The sensory overload and sheer enormity of the show is overwhelming. One common thing for outdoor writers there is trying to ferret out golden nuggets – really cool and innovative products, not just “new and improved” versions of the “same old thing.”

On my last day there, I happened upon the Bullseye Camera Systems booth. As I began a conversation with them, my interest and eyebrows raised higher by the moment. The more I learned, the more I was impressed and intrigued. By the time I got educated on the product, I realized that this wasn't just innovative or “nice” – it was one of the most impressive and game-changing pieces of equipment I've seen in many years.

I have to admit, I'm a fairly average shooter. I can hold my own, but I'm not a specialist. What I saw of Bullseye Camera Systems convinced me that I could easily become a better and much more knowledgeable shooter with their technology. The possibilities are seemingly endless and amazing.

How It Works

In short, a camera focused on your shooting target recognizes differences in what it saw within its view before anything happened to the target and then it recognizes changes to its view, such as a new bullet hole. It then relays the new image via Wi-Fi to your laptop screen right there where you're shooting, with the new bullet hole flashing.

Let's say for example that you want to practice your shooting at longer ranges just to improve your overall effective range. We'll pick 600 yards. Realistically, how often would you say that the average shooter is willing to fire a shot and walk back and forth every time to see the results at such a distance? Or even if they are, how much improvement do you think will happen in skill level when your shooting time is just a small fraction of the time you spend at the range? Chances are these are both limiting factors to significant improvement and skill level.

Now, imagine for a moment that you never had to get up one time to see all your shots. Or that you could almost INSTANTLY see the results of a shot 700 yards or even 1000 yards downrange? Or when that little wind gust came up, you could see instantly that it resulted in two inches of bullet drift? How great would that be? This is EXACTLY what Bullseye Camera Systems is all about.

All you do is set up your target, set the camera on the tripod 6-8 feet away at around a 45-degree angle with the laser pointed near the center of the target, plug the router and camera into the battery pack, and then head back to your shooting location and run the Bullseye Target Manager software. This software works with Windows XP, Windows Vista, and Windows 7 and 8.

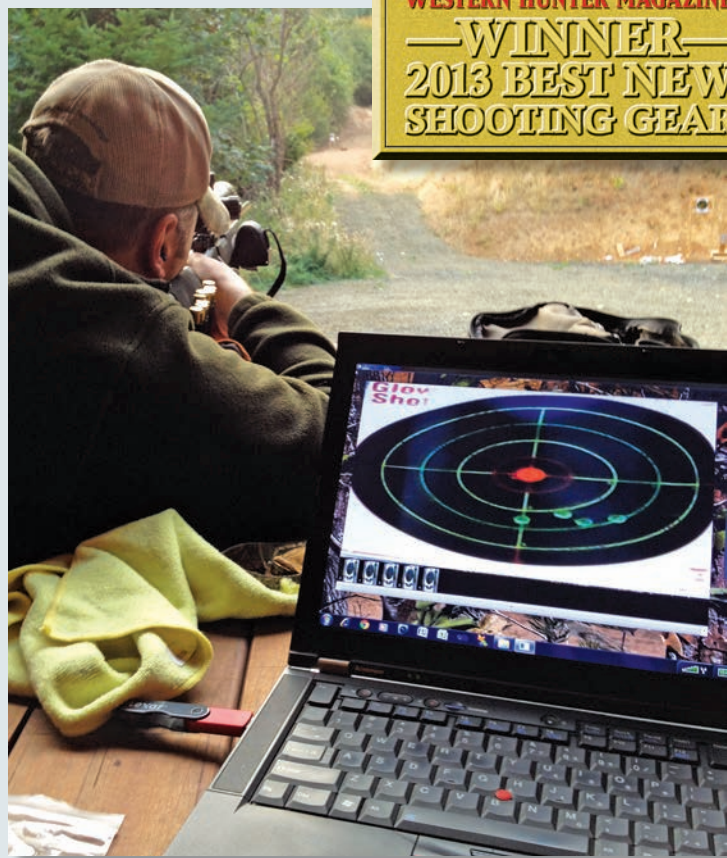
This system uses Wi-Fi to transmit the most recent image of the target downrange to your laptop, almost like a real-life video game screen. Fire a shot, and you'll see immediately where it shot. Shoot again and it will show the old shot with the new shot now blinking. You can also see your last five-shot group. Trust me; when you have 20 shots – or even 200! – on the same target, you can't believe how awesome this is to be able to decipher your most recent shot or group.

Sweet Options & Benefits

Multiple shooters, data: The Target Manager software has shooter profiles, which allows you to enter shooting locations, firearms, ammunition, and target distances to track individual shooting sessions. One really cool feature is that you can also tag different shooters with unique colors so you can all shoot at the same target and still see who took exactly which shot and where each shooter's last shot hit.

When developing handloads or testing different factory or custom ammunition, you can tag each shot group with a different color to determine your best setup – all without leaving the shooting bench.

Also, all data is retained so you can access and analyze previous shooting sessions, individual groups, and all session information at any time in the future. The system will store over 37,000 shots.



Bullseye Target Manager software, and secure carrying case. The 1000-yard kit comes with the same items but with a larger battery, booster power cable, and signal booster. It should be noted that while it states 1000 yards, it often has been effectively used at 1500 to 1700 yards. The Elite versions of each also include a laptop dedicated to the system if you prefer not to use your own personal laptop at the range.

Cost/Contact/Where to Purchase

The 500-yard Edition retails for \$449 (\$849 with laptop); the 1000-yard Edition is \$549 (\$949 with laptop).

- To order, contact The Outdoorsmans at www.outdoorsmans.com or call 800-291-8065.
- For instructional and promotional videos and more information, go to www.bullseyecamera.com.



Zoom: The software has a zoom feature so you can zoom in on portions of the target or zoom out to see the area surrounding the target. For example, if your first shot missed the target but hits the plywood three inches to the right, you can identify it.

There's an app for that: Bullseye is putting the finishing touches on smartphone apps for iOS and Android. These should be available very soon. Software updates will always be free.

There's more... Knowing that you'll be shooting and instantly seeing results without having to constantly walk downrange is music to my ears, both from a fun, educational, and results perspective. I also think it will be really fun when I start letting my young boys shoot .22s, so that they can keep engaged and have fun with it.

500 & 1000-Yard Options

The 500-yard kit comes with a 5-hour lithium battery and charger, router, antenna, weather-resistant camera with night vision, tripod,



Benefits of the Bullseye Camera System

- Track and single out multiple shooters' patterns on the same target.
- No more walking back and forth to target
- You can track your own performance and specific load data over time.
- Great for ALL shooting disciplines: benchrest shooters, hunters, archers, pistols, small bore, large bore, and even shotgunners (it shows separate shotgun patterns on the same target).
- Great for shooting competitions and military training
- Fun to use the “video game effect” for kids to take interest.
- Great for Hunters Education classes.
- Encourages more efficient shooting with better understanding of each shot and the results.
- Saves costly ammo.
- 1-year manufacturer's warranty.

