



OpticsPlanet Adds Latest Steiner Military Binocular with Built In Laser Range Finder

OpticsPlanet is proud to offer the Steiner M30R 8X30 military laser range finder binoculars. This new binocular from Steiner debuted at the 2014 SHOT Show where it received unrivaled attention.

Northbrook, Illinois May 8, 2014- OpticsPlanet.com is excited to offer the newest binocular from Steiner, the leader in sport optics. For well over 75 years Steiner has pushed the limits on what is possible with binocular technology. Along with cutting edge performance, Steiner optics are world renowned for their high quality and ruggedness. Much of this perfection stems from the 460 exacting steps that each lens goes through before an optic hits store shelves.

The [Steiner M30R 8x30R LRF](#) binocular displays the peak of performance and ingenuity that Steiner is capable of. The housing of the unit is able to withstand impacts of up to 11 G's of force. Sporting a tough rubber "NRB" coating and floating prism system, this binocular is ready for anything that the end user can throw at it. The nicest feature of the M30R LRF is the laser range finding ability. With the push of a button, it quickly ranges objects out to 1,860 yards.

With the Steiner M30R LRF you're not only getting the pinnacle of German engineering and clarity but an agreement that it will be replaced or repaired well beyond your own lifetime. Thanks to Steiner's Heritage Warranty, every optic with the Steiner name can be passed down from generation to generation and still be covered. OpticsPlanet prides itself in offering the highest quality products to its outstanding customer base and is beyond happy to offer the full line of Steiner products, including the latest M30R 8x30 LRF binocular.

About OpticsPlanet, Inc.

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation, and devoted to their service. Currently offering over 700,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection of riflescopes, holsters, sunglasses, flashlights and more combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2013, the company was recognized for the seventh straight year by [Internet Retailer Magazine](#) as one of the top 500 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by Inc. Magazine as one of the top 5,000 fastest growing companies in the country, and the Better Business Bureau has ranked them as A+.

Some of the stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, Dvor.com – the world's first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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