



OpticsPlanet Helps Unveil ATN's New Interactive Night Vision Tool

OpticsPlanet happily reports the debut of a new tool for determining which Night Vision device is best for customers: the ATN Interactive Night Vision Catalog.

Northbrook, Illinois November 21, 2012 – OpticsPlanet.com, a leading online retailer of tactical gear, announces the launch of ATN's new [Interactive Night Vision Catalog](#) (INVC). This new online tool helps hunters, boaters, campers and tactical operators narrow down the wide variety of ATN Night Vision units currently available.

Both OpticsPlanet and ATN recognize the challenge of picking the right Night Vision or Thermal Imager for an individual user. OpticsPlanet works diligently on [How-To Guides](#) explaining the various types of night vision as well as on their [informative blogs](#), which frequently take readers through the features found in different night vision generations. Even with all these resources, OpticsPlanet still employs a team of Product Intelligence Experts to help customers find the perfect night vision unit.

Like OpticsPlanet, [ATN](#) spends a great deal of resources informing their customers of their technology and products. Their new Interactive Night Vision Catalog allows customers unsure of the perfect model to filter the various options based on the type of night vision, intended use, and price, while also providing information on the various technologies found in their products. Users can find a wealth of information on everything from ATN's Thermal Imaging and White Phosphor Technology to the differences between first, second, third and fourth generation night vision.

Considering the different situations that thermal imaging can be more effective than night vision is especially helpful when selecting high end night vision, as the strengths and weaknesses of each type of tool make each effective in different conditions. All of this is laid out in an easy to use format, allowing users to quickly navigate until they have found the perfect night vision unit for their needs.

With night vision technology advancing as quickly as it does, ATN and OpticsPlanet place a high priority on informing customers so they can make the best buying decisions. Whether the most cutting edge tech is needed or a constantly improved old standard will provide ample performance, both companies aim to help customers get the exact [ATN Night Vision Device](#) they need.

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 2012, the company was recognized for the sixth 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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