



TRYBE Optics DiMA1000 Rangefinder Now Available At OpticsPlanet

FOR IMMEDIATE RELEASE

Get your range while you're in shooting position by integrating the TRYBE DiMA1000 into your rifle system.

Northbrook, IL, Sept. 15, 2021 – Electro-optics maker TRYBE Optics is now offering the new DiMA1000 Rangefinder at online retailer OpticsPlanet. The intuitive and compact DiMA Rangefinder can mount to any long-range rifle and deliver an accurate read-out for distances over 1,000 yards.

“When it comes to innovative firearm parts and optics, we strive to deliver the latest and greatest to OpticsPlanet customers, so we’re proud to introduce the TRYBE Optics DiMA to our offerings,” said Alex Royzen, OpticsPlanet’s Head of Merchandising and Supply Chain Management.

The TRYBE Optics DiMA, or Distance Measuring Apparatus, can mount to any Picatinny rail system with an included 30mm ring and operates using a push-button pressure switch, which connects using a USB-C cord, so you don’t even have to move your hand to use it.

The DiMA features a dimmable OLED screen, a built-in inclinometer, and allows you to change the read-out from yards to meters. Plus, the DiMA measures in at 6-inches long, 1.8-inches wide, and weighs 8 ounces, so it’s not only easy to use, but you’ll barely notice when it’s mounted.

“With the DiMA, it does all the heavy lifting for you. The DiMA is incredibly compact and best of all, it’s easy to use,” Royzen said. “When it’s mounted to your rifle, you can estimate your range while you’re in shooting position. The DiMA is ridiculously intuitive and has the form factor of a weapon mounted flashlight.”

Additionally, the DiMA1000 is compatible with ID Technology, so you can connect it to a TRYBE L.E.O. 1-8x24 riflescope and read the range estimation through the riflescope’s heads up display.

The TRYBE DiMA1000 is ideal for long-range shooters and hunters who need to quickly engage targets at unknown distances. You can save time when it counts by integrating the DiMA1000 into your shooting system.

The visible laser pointer may be activated via remote switch allowing the VLP to act as a CQB aiming device on charging swine or other dangerous beasts.

The DiMA1000 laser rangefinder incorporates uninterrupted distance knowledge into your firearm system with minimal disruption to your shooting position, allowing the operator to shoot more quickly, calmly, and accurately. MSRP is \$1,399.99 for the standard model.

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 1 million items from over 3,700 brands in 600 specialty categories, OpticsPlanet.com's wide selection of outdoor sporting goods, military and law enforcement gear, apparel and footwear, as well as scientific products and eyewear.

In 2020, the company was recognized for the 13th straight year by Internet Retailer Magazine as one of the top 200 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. OpticsPlanet, Inc. and its parent company Ecentria have been recognized in both 2018 and 2019 as one of the best places to work, been honored by the Chicago Tribune as a Top Workplace in Chicago, and by the National Association for Business Resources as The Best and Brightest Companies to Work For® in the entire nation.

Other stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, [Dvor.com](https://www.dvor.com) - the world's first members-only store devoted to gear, [LabPlanet.com](https://www.labplanet.com), and [Shoptics.com](https://www.shoptics.com). For more information, visit <https://www.OpticsPlanet.com>, and follow [OpticsPlanet.com](https://www.OpticsPlanet.com) on [Twitter](https://twitter.com/OpticsPlanet), [Instagram](https://www.instagram.com/OpticsPlanet), and [Facebook](https://www.facebook.com/OpticsPlanet).

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