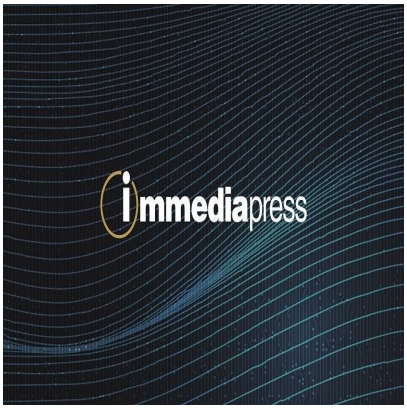


The Original Pioneer: You & HIKMICRO â?? Celebrating Three Years of Leading the Digital Hunt Together

Descrizione

default watermark

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE

HANGZHOU, China, July 10, 2026 /PRNewswire/ â?? HIKMICRO has launched its new Deer Season campaignâ??The Pioneerâ??s Journey. The campaign celebrates three years of innovation, leadership, and trust behind the HABROK series while honoring the pioneering hunters who helped shape its evolution.

Every deer season brings new launches, new specifications, and new promises. Yet in the fieldâ??where opportunities are fleeting and every decision carries weightâ??hunters measure performance by a different standard: not what is newest, but what remains dependable after seasons of real-world use.

Since the launch of HABROK in 2023, HIKMICRO has focused not on novelty, but on continuous refinement shaped by real hunting needs and field experience. From HABROK (2023) to HABROK 4K (2024), HABROK Pro (2025), and HABROK 4K 2.0 (2026), each generation has advanced imaging performance, refined ergonomics, and strengthened operational intelligence. Over time, innovation has evolved into maturity, and technology into reputation. What began as an early pioneer product line has become a benchmark trusted by hunters worldwide.

True leadership is earned through continuous evolution, proven in the field, and strengthened by the hunters who trust the journey.

The Journey of Evolution: Image Quality and Using Experience

For HIKMICRO, leadership has never been defined by standing still after a breakthrough. It is measured by the willingness to refine what already worksâ??season after season, detail after detail. From HABROK to HABROK 4K 2.0, the series has followed a continuous path of evolution, shaped not by chasing novelty, but by pursuing maturity. Behind every generation lies thousands of decisions that

hunters may never notice individually, but experience collectivelyâ??each contributing to a more intuitive, reliable, and consistent field experience.

HABROK delivers full-spectrum thermal resolution ranging from 256 to 1280, combined with 4K UHD optical CMOS imaging, enabling hunters to select the performance level best suited to their environment and hunting style. Thermal sensitivity continues to evolve through increasingly lower NETD values, enhancing detection capability and environmental awareness in demanding conditions. Evolutionary upgrades to Image Pro 4.0, together with the integration of pioneering technologies including HSIS, SYNC PRO, and ZOOM PRO, further enhance image clarity, smoothness, and confidence in target identification.

HABROK integrates Dual EIS to support more stable observation in dynamic scenarios. Refined button layout design and optimized housing ergonomics ensure seamless operation while minimizing distraction during critical moments in the field. The patented Rear Focus with T/D (Thermal/Digital) Switcher enables intuitive transitions between observation modes. A larger, enhanced display architecture further elevates immersion and improves long-term viewing comfort during extended use.

default watermark

Inter-device connectivity enables seamless communication across the HABROK series. Deep integration with HIKZONE further expands the ecosystem experience and streamlines field workflows. While external appearance can be replicated, the depth of refinement behind every algorithm update, structural adjustment, and interaction design cannot. Each enhancement is guided by a single principle: to serve real hunting behaviorâ??not specifications alone.

Through this philosophy of continuous refinement, HIKMICRO transforms technological advancement into practical capabilityâ??ensuring that every improvement delivers meaningful value in real-world hunting conditions.

The Original Pioneer: The Hunters Who Shaped the Journey

Three years ago, when digital hunting binoculars were still unfamiliar to many hunters, a group of early users chose a different path. They embraced a new way of seeingâ??trusting thermal and digital imaging as a meaningful advantage in real hunting conditions. By taking the first step alongside HIKMICRO, they became the Original Pioneers of this journey.

Their belief did more than support a product launchâ??it helped shape an entire category. As early HABROK users, their real-world experiences, expectations, and feedback played a vital role in refining every generation that followed.

The â??Original Pioneerâ?• is not defined by who came first, but by those willing to step into something new. These hunters were more than early adoptersâ??they helped shape the future of digital hunting binoculars through trust, experience, and belief in a new way of seeing. Their journey became inseparable from HABROKâ??s evolution.

Trust Earned in the Field

The hunters who shaped the HABROK journey did more than adopt a new categoryâ??they validated it in the field. While innovation defines a beginning, trust defines long-term leadership. For HABROK, that trust has been earned through consistent performance in real hunting environments, season after season.

Over the past three years, authentic user experiences have become the strongest proof of HABROKâ??s benchmark position. Across diverse terrains and hunting scenarios, it has demonstrated value beyond specificationsâ??delivering confidence, reliability, and trust when it matters most.

This is how reputation becomes leadership. Every successful identification in fading light, every moment of clarity in challenging terrain, and every critical decision supported by HABROK strengthens the bond between HIKMICRO and its pioneering community. Through these field-proven experiences, HABROK has evolved from an innovative product into a trusted companion in the wilderness.

A Benchmark Built Together

Three years after helping define digital hunting binoculars, HABROK continues to set the benchmark through continuous evolution, pioneering spirit, and field-proven trust. Every algorithm update reflects refinement. Every design improvement reflects hunter feedback. Every field story reinforces the trust built along the journey.

default watermark

By honoring the community that helped shape its evolution, HIKMICRO reinforces its position not only as a leader in outdoor optics, but as a brand continuously shaped by the people it serves. The Original Pioneer began with a first step in 2023. Today, that journey continuesâ??led by HIKMICRO and built together with the hunters who have witnessed every step along the way.

View original content to download multimedia:https://www.prnewswire.co.uk/news-releases/the-original-pioneer-youâ??hikmicroâ??celebrating-three-years-of-leading-the-digital-hunt-together-302821750.html

Copyright 2026 PR Newswire. All Rights Reserved.

COMUNICATO STAMPA â?? CONTENUTO PROMOZIONALE: Immediapress Ã¨ un servizio di diffusione di comunicati stampa in testo originale redatto direttamente dallâ??ente che lo emette. Lâ??Adnkronos e Immediapress non sono responsabili per i contenuti dei comunicati trasmessi

â??

immediapress/pr-newswire

Categoria

1. Comunicati

Tag

1. ImmediaPress

Data di creazione
Luglio 10, 2026
Autore

redazione

default watermark