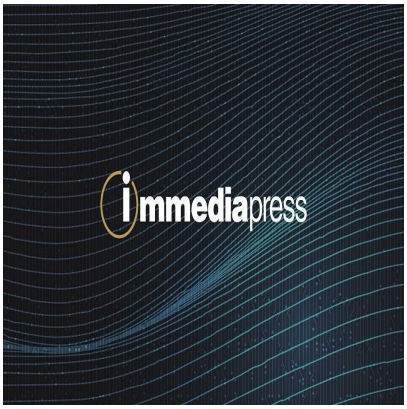

Trust Your Journey: HIKMICRO Reveals New Brand Positioning

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HANGZHOU, China, May 19, 2026 /PRNewswire/ â?? HIKMICRO has unveiled its new â??Trust Your Journeyâ?• brand ethos. This assurance is not about a single product but encompasses the brandâ??s evolution from a thermal imaging market leader to a trusted partner that hunters all around the world know they can count on from start to finish on their outdoor journey.

Today, HIKMICRO does so much more than just provide outstanding thermal and digital products; we have become our usersâ?? most trusted outdoor partner. We seamlessly integrate technology into their wilderness experience, creating solutions that work in harmony with the hunterâ??s natural instincts to inspire confidence, respect and a deeper connection with nature. Our mission is to be the most dependable companion, empowering hunters with trust and confidence along every step of their journey.

The â??Trust Your Journeyâ?• ethos is built on a simple truth we learned from our hunter friends: the hardest part of the hunt is not the darkness, the fog, the cold, the terrain or the distance. It is not knowing. Not knowing what lies ahead. Not knowing whether to act or wait. Not knowing if you can trust your own judgment. Not knowing what the outcome will be.

â??Trust Your Journeyâ?• is our promise to eliminate uncertainty. We turn the sense of feeling that a hunt might go well into knowing that it will end in success. This confidence grows within hunters who choose HIKMICRO. They know they can depend on us, and they know they can trust themselves as their outdoor journey unfolds.

Brand Film â?? The â??Trust Your Journeyâ?• StoryHIKMICRO has released a short film entitled â??Trust Your Journeyâ?• in tandem with the brand positioning announcement. The film visually conveys the emotional arc that defines our new brand story: from uncertainty and selfâ??doubt to clarity and confidence.

The film follows a hunter in a foggy, gloomy forest where he hesitates and becomes agitated and frustrated by not seeing and knowing. He then raises a dependable HIKMICRO device to his eye and finally sees clearly. The film concludes with a tranquil dawn scene as the hunter takes a confident shot with calm selfâ??assurance.

From Screen to Field: How â??Trust Your Journeyâ?• Was BornHIKMICROâ??s â??Trust Your Journeyâ?• brand film has started a conversation, but the real proof of resonance happened when hunters carried that conversation out of the screen and into their own lives, offline and online, in small gatherings and in thousands of shared stories. Those hunters have turned the slogan into a movement.

Offline: HIKHunter ConnectThe offline journey began with a closed gathering where members of the HIKHunter family came together to explore how a meaningful partnership should look from a hunterâ??s perspective. The event was not built around products. It was built around the huntersâ?? own personal journeys; first hunts, defining moments, the people and places that shaped them. By centering the experience on real stories rather than equipment, the gathering created room for trust and belonging through shared experience. Long-term expectations were able to surface naturally within this space of trust and companionship.

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Online: #TrustYourJourney Story GiveawayFollowing on from the gathering, HIKMICRO invited hunters to share their own moments as the journey grew from a sense â??gut feelingâ?• to a moment of â??knowing with certaintyâ?•. Their recollections from the field were inspired by a time when clarity arrived and doubt faded, enabling them to make a clear and confident decision when faced with the challenge of the wild. Hundreds of stories were shared, each one originating from a different landscape, but all based on a unifying emotional resonance.

These voices did not simply support the campaign â?? they became the campaign. The huntersâ?? stories confirmed that â??Trust Your Journeyâ?• is not a slogan contrived in a boardroom, but a feeling already living in the field. It is the quiet relief of a hunter who finally knows what is out there, and in the quiet confidence of a hunter who finally knows himself and just what he can accomplish with HIKMICRO by his side.

A Vision for the Longer JourneyLiving these values alongside the global hunting community, HIKMICRO is not only maintaining its proven market leadership but also redefining exactly what it means to be a trusted brand in the outdoor arena. This is not a one-campaign promise, it is the direction of our company as our journey moves forward.

HIKMICRO is not just leading the way in terms of technology and product specification, it is also huntersâ?? most trusted companion. Optimizing the performance of features like image resolution, magnification level and battery life is vital, but we go a step further â?? HIKMICRO is the partner that hunters know they can trust.

With HIKMICRO by their side, hunters feel empowered. It is not about replacing tradition with new technology, it is about honoring the past and carrying true hunting values forward as the journey continues.

New tools can raise questions about ethics and authenticity. HIKMICROâ??s answer: technology does not diminish the true hunter; it makes him more responsible, more confident, more selfâ??assured and

more complete.

The True Value of Trust and Dependability The hunterâ??s ultimate goal is not a successful shot, but to be able to trust himself to make the right decision to achieve the right outcome. A hunter who trusts his own judgment is a safer, more ethical and ultimately more fulfilled hunter.

The â??Trust Your Journeyâ?• ethos applies to every hunter, from the beginner taking those formative first steps to the veteran who has gained decades of experience along the way. Everyone has faced moments of uncertainty. Everyone deserves a partner that shows them the way, helps them to see with clarity and nurtures their growth and confidence as they make their way along their own outdoor journey.

Video â?? https://mma.prnewswire.com/media/2982993/HIKMICRO_video.mp4Photo â?? https://mma.prnewswire.com/media/2976633/16_9_for_PR__1.jpg

View original content:https://www.prnewswire.co.uk/news-releases/trust-your-journey-hikmicro-reveals-new-brand-positioning-302775919.html

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