



WORLD'S FIRST

OPTICAL VIBRATION REDUCTION
LASER RANGEFINDER*

MONARCH  i VR



Become Unshakable.

World's First Optical Vibration Reduction Laser Rangefinder.*

MONARCH 7i VR

Become Unshakable.

Unshakable confidence in challenging situations is the benchmark for the new MONARCH 7i VR laser rangefinder. Separating it from all others is Nikon's groundbreaking optical VR (Vibration Reduction) system, engineered to reduce vibrations of the image in the viewfinder caused by hand movements while simultaneously aligning the viewed image with the activated laser beam.

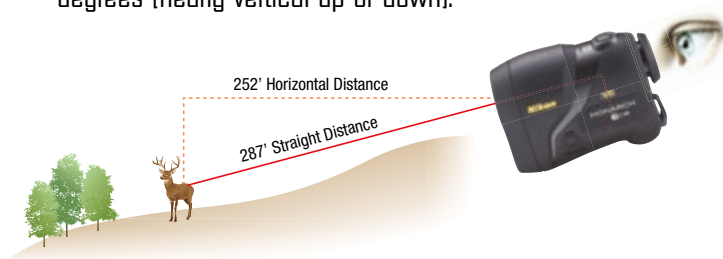
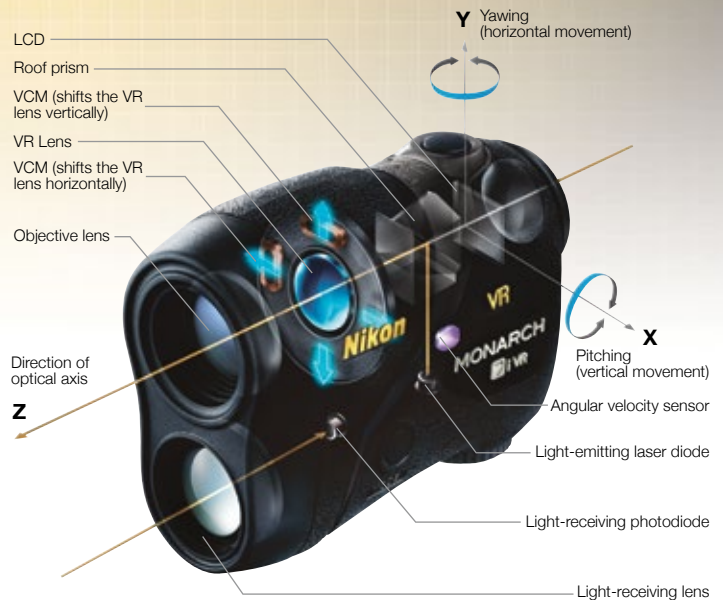
8-1,000 Yard Ranging Capability. Thanks to Nikon's **HYPER READ**, the measured distance is displayed with a fast, stable response, regardless of how far you are from the target.

ID [Incline/Decline] Technology

Nikon's advanced ID [Incline/Decline] Technology provides the horizontal distance to the target, even when ranging at various incline or decline shooting angles—up to an incredible ± 89 degrees (nearly vertical up or down).



id
TECHNOLOGY



*As of September 5, 2016, among dedicated hunting laser rangefinders that have already been released. Research by Nikon Vision.

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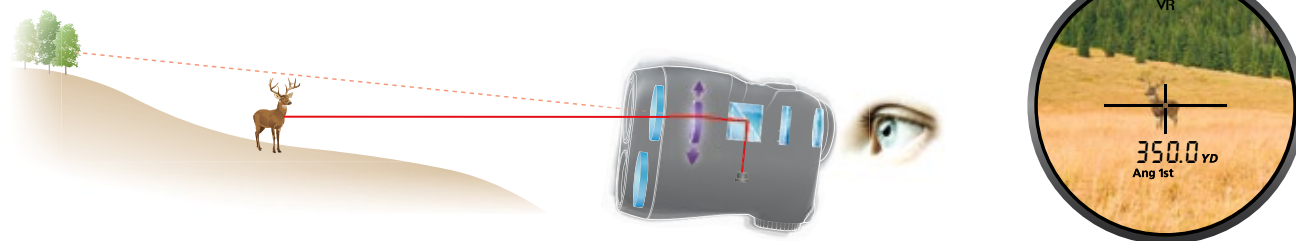
Optical VR [Vibration Reduction] Technology

Combining Nikon's sophisticated ranging technologies with groundbreaking Vibration Reduction, this new rangefinder puts fast, rock-solid target acquisition and ranging precision into the hands of hunters and shooters. The heart of the new MONARCH 7i is Nikon's optical VR [Vibration Reduction] system, designed to reduce vibrations of the image in the viewfinder caused by hand movements [by approx. 80%*] while simultaneously aligning the viewed image with the irradiated laser beam for faster, more precise ranging—even with one hand.

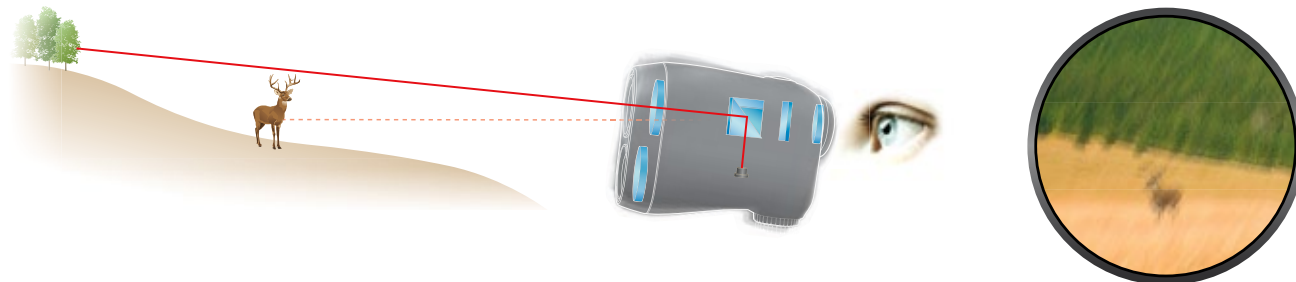
VR

*The effect of Vibration Reduction: Vibrations of the image in the viewfinder caused by hand movement [sinusoidal waves] are reduced to approx. 1/5 or less [Based on Nikon's measurement standards].

With Optical VR [vibration reduction] System



Without Optical VR [vibration reduction] System

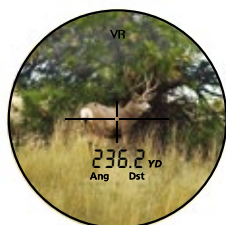


Tru-Target Technology enables users to choose between two different ranging modes, depending on the situation.



First Target Priority Mode

provides the exact distance to the closest object among a group of targets being measured. In this mode, you can easily range an object as small as a fence post.



Distant Target Priority Mode

displays the range of the farthest target among a group of targets measured. This feature is especially useful if the subject is located behind tall grass or brush.



Wide field of view, long eye-relief and bright, 6x optics get you on target faster.

KEY FEATURES AND BENEFITS:

- Measurement range: 8-1,000 yd
- Optical VR (Vibration Reduction) function is employed for reducing the vibration caused by hand movement.
The effect of Vibration Reduction: Vibrations of the image in the viewfinder caused by hand movement are reduced by approx 80% (1/5 or less than without VR function based on Nikon's measurement standards).
- Easy operation as the VR (Vibration Reduction) function is always activated when the Laser Rangefinder is ON.
- Horizontal Distance display mode and Actual Distance display mode can be easily switched — IO (incline/decline) Technology.
- Tru-Target Technology for measuring overlapping subjects:
First Target Priority mode displays the distance of the closest subject — useful when measuring the distance to a subject in front of an overlapping background. Distant Target Priority mode displays that of the farthest subject — useful in wooded areas.
- Quick and stable measurement response regardless of distance — HYPER READ.
- Displays the measurement result in approx. 0.5 second.
- Distance measurement display step: 0.1yd./m
- Single or continuous measurement (up to 8 seconds)
- High-quality 6x monocular with multilayer coating for bright, clear images.
- Large ocular for easy viewing (18mm).
- Wide field of view (7.5 degrees).
- Long eye relief design affords eyeglass wearers easy viewing.
- Diopter adjustment function.
- Compact body design for comfortable holding.
- Waterproof (up to 3.3 ft./1m for 10 minutes) and fogproof, but not designed for underwater usage; the battery chamber is rainproof.
- Wide temperature tolerance: 14°F to 122°F

	Product Number	UPC	Product Description	Suggested Retail Price (SRP)	Dealer Cost (each)	Recommended MVP Pricing†
NEW	16210	018208162109	MONARCH 7i VR	\$399.95	\$288.00	\$399.95

		MONARCH 7i VR
Measurement range*		8–1000yd. / 7.3–915m
Distance display : Increment		0.1yd./m
Accuracy (Under Manufacturer's Measurement Conditions)		± 0.5yds./m (shorter than 700yd./m) ± 1 yds./m (700yd./m and over)
Finder	Magnification	6x
	Effective Objective Diameter	21mm
	Actual Field of View	7.5°
	Exit Pupil	3.5mm
	Eye Relief	18mm
Dimensions (L x H x W) (inch/mm)		3.9 x 3.0 x 1.9/99 x 75 x 48
Weight (excluding battery) (oz./g)		7.1/200
Power Source		CR2 lithium battery x 1 (DC 3V) Auto power shut-off function equipped (after 8 sec.)
Laser Classification		IEC60825-1: Class 1M/Laser Product FDA/21 CFR Part 1040.10: Class I Laser Product
EMC		FCC Part15 SubpartB class B, EU:EMC directive, AS/NZS, VCCI class B, CU TR 020
Environment		RoHS, WEEE

The technology behind the Laser Rangefinder with inclinometer originated from technology incorporated in Nikon's Total Station DTM-1 surveying instrument. The Total Station DTM-1, first sold in 1985, was the first highly advanced electronic model of those surveying instruments that incorporated a distance and angle measuring capability developed by Nikon Corporation.

* The specifications of the product may not be achieved depending on the target object's shape, surface texture and nature, and/or weather conditions.

† Recommended MVP Prices may have varying effective dates. Please review the most up-to-date Nikon Sport Optics MVP Product List for the current Recommended MVP Price.



NIKON STANDS BEHIND ITS PRODUCTS...by offering the best consumer protection in the industry.

RANGEFINDER WARRANTY

If any Nikon rangefinder is found to have defects in workmanship or materials, we will, at our option, repair or replace it at no charge for a period of 2 years from date of purchase.

Nikon Inc. warranties cover products marketed and sold in the U.S.A. only. For complete details visit NikonSportOptics.com.

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