

A dramatic promotional image featuring two silver and blue LUCID OPTICS cameras. They are positioned in the center, partially submerged in a sea of intense orange and yellow flames that engulf the entire background. The cameras have a futuristic design with large lenses and various controls. The LUCID logo is clearly visible on both the body and the lens.

LUCID OPTICS

ON TARGET - ON TARGET - UNDER BUDGET

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THANK YOU FOR THE INTEREST IN LUCID

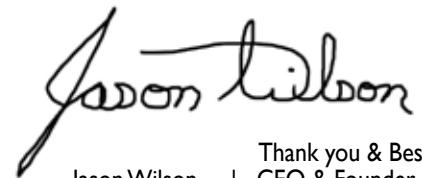
LUCID Founder, Jason Wilson sending it to 1760yds,
at the 2015 Long Range Clinic

First, thank you for the interest in LUCID. I would like to personally extend a very sincere thank you to all of our supporters. You have made our dream of growing a company the old fashioned way, one satisfied customer at a time, a reality.

We strive, every day to live up to the demanding expectations of our loyal customers. Without our loyal, satisfied customers, the dream that is LUCID would not be possible. I can't begin to express how excited we are to share with you all of the NEW products this year and to see the top sellers continue to gain reach in the industry.

Just as important as it was when we began, maybe even more so today, keeping up with today's political and economic forces is tough enough without spending excessive amounts on the right gear. In a world gone crazy with corporate attitudes and high prices we are proud to still be an exception. This is achieved by challenging stereotypes and thoughtfully creating our items with features and benefits that make sense for the

intended use. There will not be any "me too" products in our line. Each one is designed to fit a specific set of needs. We firmly believe that overkill is truly underrated and when applied skillfully and properly there really are no limits to what is possible. We create our products through practical hands on approach, not in a boardroom or in a high-rise building somewhere, but on the range in the hands of capable law enforcement, military, competition and recreational shooters alike. This foundation and approach in the product development ensures that LUCID is able to offer a refreshing, functional perspective on all of the critical details of each product we produce.



Thank you & Best Regards,
Jason Wilson | CEO & Founder of LUCID

FREQUENTLY ASKED QUESTIONS

Through the years we have identified a short list of common questions that we get on a regular basis. In an effort to help our customers get the answers to their questions in the most efficient way, we have published some of them here as well as on the LUCID website (www.mylucidgear.com). If you have questions that are outside these, or simply want to discuss our products, please don't hesitate to contact us directly.

(Q) Where are the LUCID products made?

(A) All of our products are designed and engineered right here in Riverton, Wyoming. Some of our items are made right here at home in the U.S.A., while other items in our line suffer from the reality that in order to be able to offer them at a price point that is acceptable by the market we have them assembled in Asia.

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(Q) Why are the prices on the LUCID website higher in contrast to other on-line dealers?

(A) This is intentional, we protect our dealers and distributors by only offering our products at the MSRP. This way we are not competing with our dealers while still allowing access to the products for customers that do not have a dealer in their area. Also, this policy allows access for those that wish to purchase directly from LUCID.

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(Q) Why does the HD7, NOT come with lens covers?

(A) LUCID does not make lens caps for our optics for a few reasons. Lens caps are a strong subjective/functional fashion item for optics so it would be nearly impossible for us to do a quality job of providing them. Also, there are several issues with lens caps including patents to consider. We do now carry Scope Coat items. We have found that they do an outstanding job. Visit the LUCID web site for more information.

(Q) What mount do I need to allow for proper alignment of the 2x-5x Variable Magnifier with my "Other Brand" red dot sight?

(A) It is not practical for us to keep up to date with all of the other red dot sights specifications in regards to mounting compatibilities. We can only speak to the LUCID products properly. Please understand that LUCID does not make mounts for our magnifiers. There are several issues with mounts including patents to consider. We recommend "American Defense Manufacturing." They do a great job of making many types and styles of mounts.

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(Q) What does the LUCID Limited Lifetime Warranty cover?

(A) Let's keep it simple, basically we guarantee that LUCID branded items will be free from manufacturer defects and hold up to the normal use. Please note that this is not a license to abuse our products and then ask for a refund. Bottom line, if there is truly a problem with the item, LUCID will make every effort to make the situation right. As for the non-LUCID branded items we may carry, they will be subject to the original manufacturer's warranty.

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(Q) What happens if the battery fails and causes the optic to no longer function?

(A) In a battery failure resulting in leakage or corrosion, the issue is with the battery not the optic. LUCID can not fully warranty the product from such a failure since we have no way of controlling the quality of the batteries. In these cases we typically make every effort to get the optic cleaned up and back in function. If this process is unsuccessful, in efforts to be fair to all involved, we will offer a deep discount on a replacement.

(Q) Why have I not heard of LUCID until now?

(A) While the marketing efforts of LUCID are growing, we choose to spend our efforts and money on quality control and new product development rather than expensive advertising campaigns. We do have some traditional print advertising in place as well as some TV & radio. We also embrace the social media avenues and allow our customers to be our ambassadors in the field. With this strategy we have been able to grow quite effectively.

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(Q) Why do you not publish a list of your Dealers & Distributors?

(A) This list is constantly evolving and growing. This would be a logistical issue keeping the list up to date and current. Simply, at this time it is not a priority or a good use of our time. Also, some of our dealers don't have an interest in being published or cross promoted so we completely respect their decision. We choose to let the web "Google" be the best source of finding outlets for LUCID items, rather than publish a list that would be either incomplete or out of date continually.

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(Q) I am experiencing a blurry reticle, is this normal?

(A) Since we introduced the HD7, LUCID has had a number of customers reporting "Blurry Reticles" or "Reticle Ghosting" issues. In 99.999% of these cases the issue is not with the optic. However, determining this can be a frustrating and detailed process. In an effort to help our customers troubleshoot this issue, LUCID has built an informational and instructional reference document. Please see the FAQ for this link.
[\(http://www.mylucidgear.com/reticle.pdf\)](http://www.mylucidgear.com/reticle.pdf)

(Q) Is "finger tight" acceptable for the mounting hardware on the HD7 or the P7?

(A) No, when tightening the mounting hardware on the HD7 or the P7, please make sure that you apply sufficient torque to the mounting nuts to compress the supplied lock washer. Through our testing we have found with most any platform from .22 through .458SOCOM that the torque of 40inch pounds is generally sufficient for a secure mount.

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(Q) Does the P7 "require" a battery?

(A) No, the P7 has a Glass Etched Reticle, the battery is for the illumination of the reticle, if you so choose. The optic functions like any other rifle scope without a battery in use.

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(Q) Why has the M7 red dot sight been discontinued?

(A) Currently we are working on some new technology to fill the M7's place in our line. This required us to sell through the current stock of this item as we make preparations for the new item. Rest assured, there is nothing wrong with the M7 other than we have identified some better combinations of glass and LEDs for our customers. We are simply making room for the new stuff.

VISIT: www.mylucidgear.com for more...

HD7

Red Dot Sight



ON TARGET - UNDER BUDGET

In the last six years the HD7 Red Dot sight from LUCID has been battle proven and tested in the very capable hands of Law Enforcement and Military professionals. While we believe in the old adage, "If it's not broke, don't fix it." It was time to make a set of customer requested improvements to the HD7 and introduce the Generation III unit. These improvements include capped turrets, a new reticle set with more capabilities for the operator built in and the availability of a Kill Flash accessory. We also have upgraded the buttons to be more durable and the light sensor is nearly twice as sensitive as previous versions.

As with the original version of the HD7, you don't have to compromise with the GEN III HD7. At LUCID we recognize that no two shooting situations are ever the same. We feel your optic should be able to provide functional feature benefits to assist in most situations. The HD7 has been designed from the ground up to be a strong, reliable optic that offers the most in operator selectable features and benefits that exceed the market standards at a price that is friendly to the wallet.

The HD7 is a solid alternative to other much higher priced optics on the market today. Give the HD7 an honest look and we think you will agree.



Also Available
in TAN

HD7 RED DOT SIGHT



MSRP: \$249

CONSTRUCTION	Objective Lens	34mm
	Ocular Lens Diameter	20mm
	Length	5.5"
	Mounting	Picatinny Rail w/ Reversible Pins
	Weight	13oz
	Rubber Armor	YES
PERFORMANCE	Construction Material	One Piece Aluminum (6063)
	Power Source	AAA Battery (not Included)
	Color & Finish	MATTE BLACK or TAN
	Waterproof	YES (submersible)
	Fogproof	YES (Nitrogen Purged)
	Shockproof	YES (.458 SOCOM)
FUNCTION	Illumination	7 Brightness levels
	Parallax FREE	Yes (outside 3yds)
	Eye Relief	Unlimited
	Field of View	35ft @ 100yds
	Modes of Operation	Manual & Auto
	Co-Witness	Lower 1/3 (Mil-Spec)
WARRANTY	Reticles	2MOA Base (⊙ ☀ - - +)
	Turret Click Value	1/2MOA
	Windage Adj. Range	50MOA
	Elevation Adj. Range	50MOA
	Auto Shut-Off	2 hour
	Accessories	Available Flash Filter ScopeCoat 2x Magnifier ADM QD Retro Kit Limited Lifetime



New Buttons for 2016



More Sensitive Light Sensor for 2016



L7

1x-6x Rifle Scope



ON TARGET - UNDER BUDGET

This one took a moment to get right. While listening to our customers, competitors and tactical operators alike, we achieved a crystal clear true 1x to 6x performance driven optic.

With the implementation of the proven glass etched P7 reticle - this optic is ideally suited for the AR platform for use in short to medium range applications with most any caliber. Packed with a TON of well thought out features - the performance profile of this optic truly exceeded our expectations with edge-to-edge sharp, crisp image resolution through the entire magnification range. The eye relief is generous and forgiving providing a clean and expansive field of view even under less than ideal shooting positions. In close quarters the operator will enjoy a true 1x, no magnification sighting image presentation allowing the optic to be run with both eyes open increasing the situational awareness. With an ocular focus and a reticle illumination in the calming LUCID blue, the target acquisition has never been easier in any light condition.

Built on a very durable 30mm aircraft grade one-piece tube construction, the 1-6x24 is built to take the abuse of a serious operator and ask for more.

The windage and elevation turrets offer 60MOA either side of optical center set with our easy to use lift, adjust, press down to lock design that is highly accurate and durable with re-zeroable turrets. The 1-6x24 offers an operator selectable magnification lever for fast changes to the zoom function. When you are looking for a well-rounded and full featured optic for the tactical use, look no further - the LUCID 1-6x24 will not disappoint.

1-6x24



MSRP: \$449

CONSTRUCTION	Magnification Objective Lens Ocular Lens Diameter Length Mounting Length Weight Tube Diameter Construction Material Color & Finish	1x - 6x 24mm 34mm 10.75" 6" 20.4oz 30mm One Piece Aluminum (6063) MATTE BLACK
PERFORMANCE	Waterproof Fogproof Shockproof Lens Coating Light Transmission Ocular Focus Parallax Adjustment Parallax Eye Relief Exit Pupil Field of View Diopter Compensation	YES (submersible) YES (Nitrogen Purged) YES (.458 SOCOM) FBMC Multi Coated 92% YES YES (Side) 100yd Fixed 4" to 3.75" 15mm to 4mm 1x, 56ft - 6x, 20ft @ 100yds (-2.5 to +3)
FUNCTION	Reticle Type Turret Click Value Windage Adj. Range Elevation Adj. Range Lockable Turrets Re-Zeroable Turrets Warranty	P7 Etched Glass 1/2MOA 60MOA (Either side of center) 60MOA (Either side of center) YES YES Limited Lifetime



Lift, Adjust, Press Down Locking Turrets



Optional - Magnification "FAST" Lever



PERFORMANCE DRIVEN L7

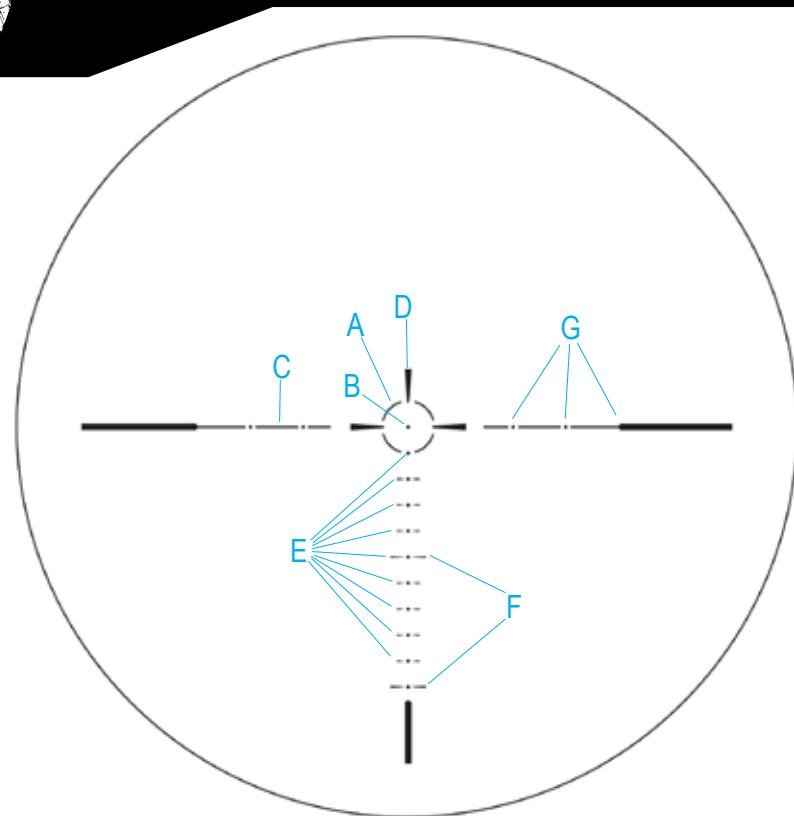
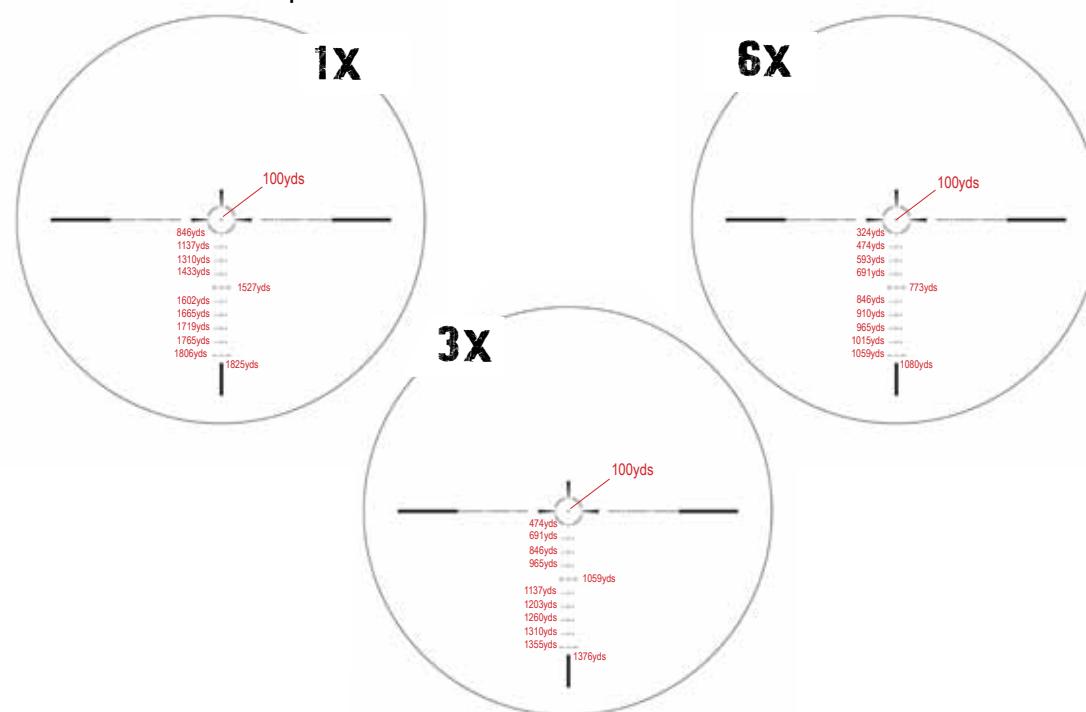
With the P7 reticle also set in the crystal clear and precise LUCID L7 optic, the operator no longer needs to be unsure of their shot placement over distance. Like the proven L5 reticle, the P7 reticle is a simple MOA measuring tape with useful hold over increments set 8MOA apart.

Now the P7 reticle is set on the second Focal plane. This is done intentionally to allow the operator to be able to back off the magnification and gain substantially more distance in target striking capability. By backing off the magnification, this changes the field of view and increases the "Hold Over" distances available to the operator in the field of view, meaningful and precise.

This reticle still shines in fast target acquisition. The sighting circle with the framing wedges allow the operator to gain a precise hold on the target very quickly.

The P7 reticle also provides meaningful wind estimation dots to reference while shooting in less than optimal conditions. With the immensely useful addition of having the reticle available in STRELOK, the operator now can have exact ballistic data for spot on ballistics no matter what platform the P7 reticle is used on.

- EXAMPLE:
- .300 Blackout
 - Zero: 100yds
 - B.C. : G2 .366
 - Muzzle Vel: 2275fps
 - Temp.: 50°
 - 125g Nosler
 - Altitude: 5000ft



LUCID P7 Reticle calibrated on 6x

- (A) - 4 MOA Circle, 1/4 MOA Line Width
- (B) - 1/4 MOA Zero Dot
- (C) - 1/4 MOA Crosshair Line Width
- (D) - Sighting Wedges, 1/2 MOA thick, 8 MOA long
- (E) - 1/4 MOA Drop Dots, 8 MOA Apart Drop Dots are numbered with reference MOA's
- (F) - Ref. Drop Bar (Wider) 4MOA Wide
- (G) - Windage Dots, 1/4MOA:
Outside Edge of Sighting Wedge is 20MOA
1st Dot is 32 MOA from Zero
2nd Dot is 48 MOA from Zero



**BUY IT, MOUNT IT
RUN IT, LOVE IT!**

I DO...

**I CAN'T BELIEVE YOU MADE ME
PAY FOR THIS ONE.**

- James Weck, US Army/LEO

P7

4x Prismatic Combat Optic

ON TARGET - UNDER BUDGET

Over the years, LUCID has had many requests for a 4x magnified combat optic. True to LUCID fashion, we always listen to our customers. Through heavy R&D, we settled on an intricate mix of features and benefits put together in the standard LUCID way, where overkill is underrated.

We gave the NEW P7 a crystal clear 4x optical performance and a proven cast aircraft grade aluminum frame for proven durability, then wrapped it in the same chemical rubber housing as we do with the HD7. Keeping with the success we had in offering a unit with a common power source, we built the electronics of the P7 around the readily available AA power source providing up to 2500 hours of "on target" use.

The P7 offers fast targeting with a highly useful ballistic MOA measuring tape in the (P7) reticle. This reticle is specifically designed to offer the fast target acquisition necessary in a combat optic, along with highly useful MOA measuring tape, ballistic hold over information up to 80 MOA in elevation. This reticle will allow for the operator to manage any target with relative ease, near or far.

As expected, the P7 has been designed from the ground up to be a strong, reliable optic that offers the most in operator selectable features and benefits that exceed the market standards at a price that is very affordable.



P7 4X COMBAT OPTIC



MSRP: \$439

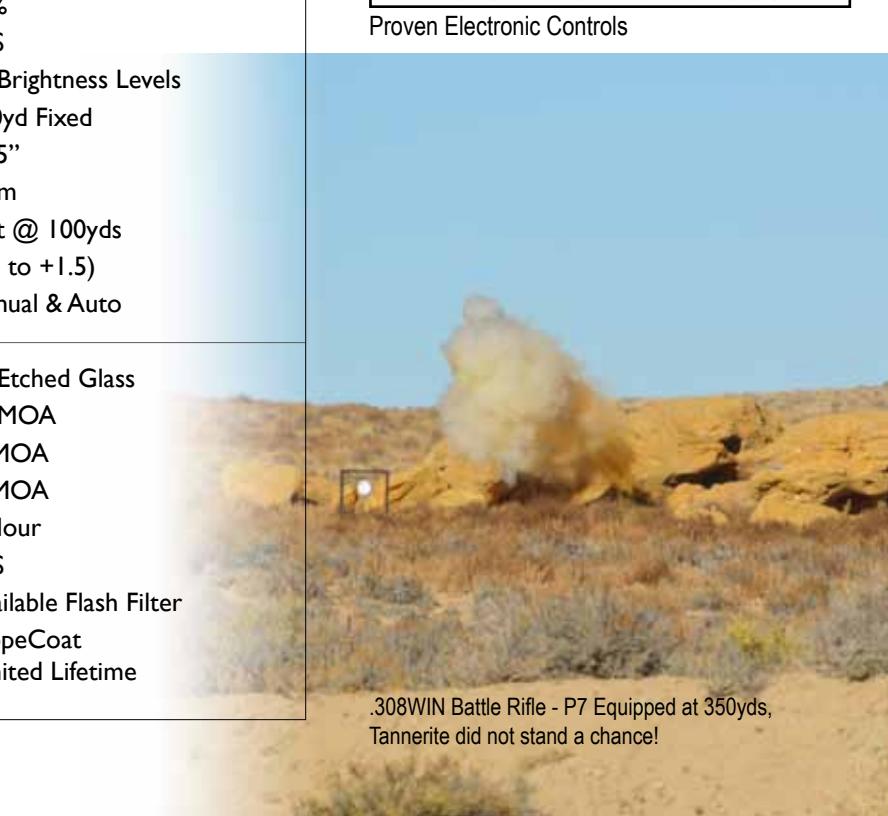
CONSTRUCTION	Magnification	4x
	Objective Lens	30mm
	Ocular Lens Diameter	25mm
	Length	6.5"
	Mounting	Picatinny Rail w/ Reversible Pins
	Weight	19oz
	Rubber Armor	YES
	Construction Material	One Piece Aluminum (6063)
PERFORMANCE	Power Source	AA Battery (not included)
	Color & Finish	MATTE BLACK
	Waterproof	YES (Submersible)
	Fogproof	YES (Nitrogen Purged)
	Shockproof	YES (.458 SOCOM)
	Lens Coating	FBMC Multi Coated
	Light Transmission	92%
	Ocular Focus	YES
FUNCTION	Illumination	10 Brightness Levels
	Parallax	100yd Fixed
	Eye Relief	3.25"
	Exit Pupil	9mm
	Field of View	25ft @ 100yds
	Diopter Compensation	(-2 to +1.5)
	Modes of Operation	Manual & Auto
	Reticle Type	P7 Etched Glass
Turret Click Value	1/2MOA	
Windage Adj. Range	50MOA	
Elevation Adj. Range	50MOA	
Auto Shut-Off	2 Hour	
Re-Zeroable Turrets	YES	
Accessories	Available Flash Filter	
Warranty	ScopeCoat Limited Lifetime	



Re-Zeroable 1/2MOA Turrets



Proven Electronic Controls



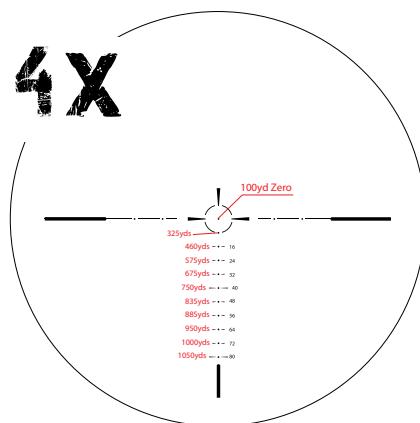
.308WIN Battle Rifle - P7 Equipped at 350yds,
Tannerite did not stand a chance!

COMBAT EFFECTIVE P7

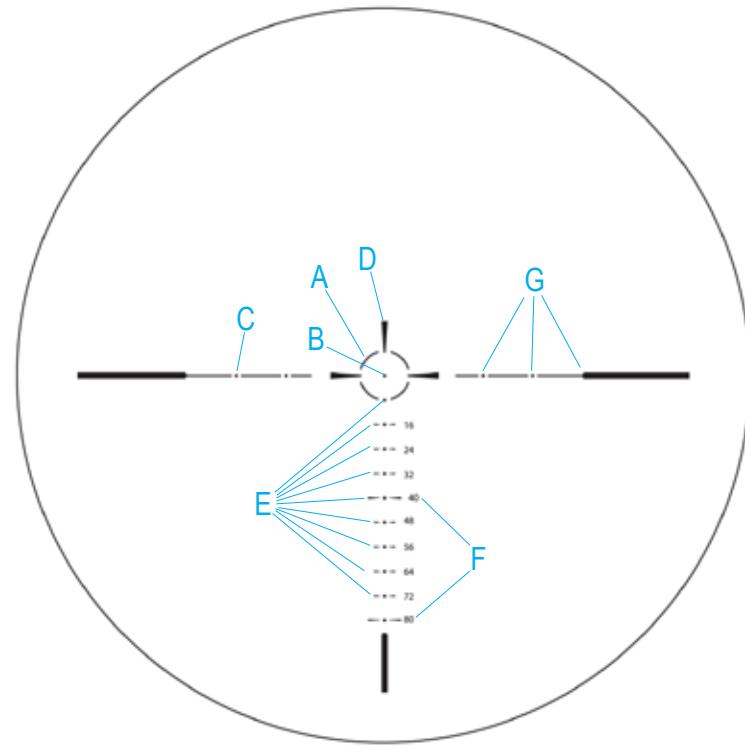
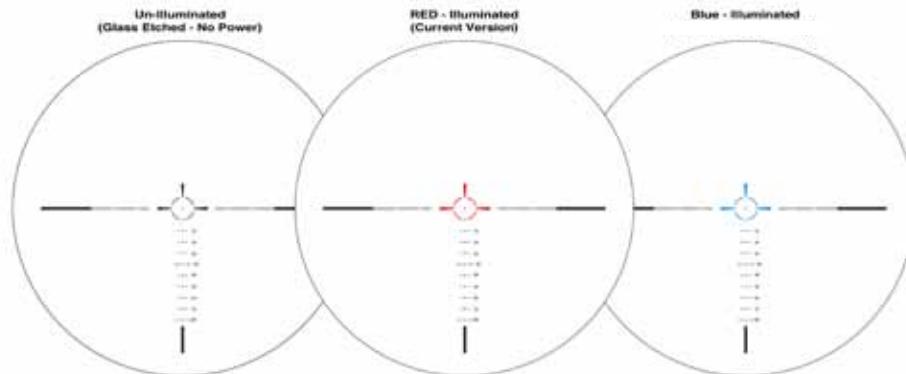
With the P7 reticle set in a crystal clear and precise LUCID optic, the operator no longer needs to be unsure of their shot placement over distance. Like the proven L5 reticle, the P7 reticle is a simple MOA measuring tape with useful hold over increments set 8MOA apart. The P7 reticle shines in fast target acquisition. The sighting circle with the framing wedges allow the operator to gain a precise hold on the target very quickly.

The P7 also provides meaningful wind estimation dots to reference while shooting in less than optimal conditions. With the immensely useful addition of having the reticle available in STRELOK, the operator now can have exact ballistic data for spot on ballistics no matter what platform the P7 is used on.

- EXAMPLE:
- .300 Blackout
 - Zero: 100yds
 - 125g Nosler
 - B.C.: G2 .366
 - Muzzle Vel: 2275fps
 - Altitude: 5000ft
 - Temp.: 50°



NEW for 2016 the option of the BLUE reticle illumination in addition to the RED



LUCID P7 Reticle

- (A) - 4 MOA Circle, 1/4 MOA Line Width
- (B) - 1/4 MOA Zero Dot
- (C) - 1/4 MOA Cross Hair Line Width
- (D) - Sighting Wedges, 1/2 MOA thick, 8 MOA long
- (E) - 1/4 MOA Drop Dots, 8 MOA Apart Drop Dots are numbered with reference MOA's
- (F) - Ref. Drop Bar (Wider) 4MOA wide
- (G) - Windage Dots, 1/4MOA:
 - Outside Edge of Sighting Wedge is 20MOA
 - 1st Dot is 32 MOA from Zero
 - 2nd Dot is 48 MOA from Zero



THIS THING IS -TITS..

THE P7 WILL FLAT OUT GET IT DONE.

**GREAT CLARITY AND FIELD OF
VIEW, I CAN HAMMER WITH IT.**

WELL DONE LUCID!

**I AM KEEPING THIS ONE BY
THE WAY...**

- James Weck, US Army/LEO

SC9

Compact Spotting Scope

ON TARGET - UNDER BUDGET

While at the range last year we were playing around with some of our spotting scopes. As usual disappointed with the sizes, features and benefits in contrast to the cost of these often near behemoth range optics - we wanted the performance of the larger glass with the packable size of the typical novelty items. It was here, on the range, over the smell of gun powder, that the concept of the new LUCID SC9 Compact Spotting Scope was born.

After carefully reviewing a long list of optical desires, we developed the optical system with ED glass and fully multi-coated lenses. This enabled us to provide all of the expected color, contrast and edge to edge clarity that a LUCID customer has grown accustomed to. Then we balanced the optics performance with an oversized eye piece and a 56mm Objective lens, giving the new SC9 such a tiny foot print that this optic can be taken most anywhere with ease.

With a close focus of 10 feet out to infinity, this tiny yet powerful spotting scope delivers such an exceptional view from the 9x all the way through the surprisingly powerful 27x that we often forget that the optic is so small. Give this item a look, for the price, you may just fall in love.



MSRP: \$499

CONSTRUCTION	Magnification	9x - 27x
	Objective Lens	56mm
	Ocular Lens Diameter	20mm
	Length	8.25"
	Mounting	1/4 - 20
	Weight	21oz
	Rubber Armor	YES
	Construction Material	One Piece Aluminum
PERFORMANCE	Prism Material	BaK-4
	Color & Finish	MATTE BLACK
	Waterproof	YES (IPX8)
	Fogproof	YES (Nitrogen Purged)
	Lens Coating	FBMC Multi Coated
FUNCTION	Light Transmission	92%
	Ocular Focus	YES
	Eye Relief	14mm - 17mm
	Exit Pupil	7mm
	Field of View	9x, - 27x, 120' @ 1000yds
	Close Focus	8ft
	Warranty	Limited Lifetime



Over sized 9x - 27x Eye Piece



Smooth camera style focus



56mm ED Glass Performance

L5

Precision Rifle Scopes

ON TARGET - UNDER BUDGET

As shooters, we expect some very specific things from our gear. Knowing how we use our gear drives the expectations and sets the stage for the design of the product. The L5 series of rifle scopes was intentionally over built and designed to offer features and performance that is not found anywhere else at this price point. We approached this product development seeking candid and detailed feedback from operators, law enforcement and military professionals as well as competitive and recreational shooters. We took all of the requests and balanced them out in a long list of our own development priorities.

The result was a purpose built optic in a stout 30mm one piece aluminum frame with all of the durability and quality that LUCID has become known for. It also has a level of operator benefits and creature comforts that simply are not found anywhere else.

L5 Rifle scopes offer precise and repeatable 1/8 MOA windage and elevation adjustments on lockable and re-zeroable, tactical style turrets. The side parallax adjustment combined with the ocular diopter adjustment provides a crisp target image over the entire magnification range. The L5 Reticle is a precise MOA measuring device with 2 MOA increments below the rifle's zero and meaningful windage values built in.

With the 4-16x44 "Cross Over" rifle scope, LUCID is providing a quality solution for the hunter. This optic has all of the same overbuilt developments and precision qualities as the bigger brother, but is offered in a magnification range that is more suitable for the hunter.

6x-24x50



MSRP: \$449

4x-16x44



MSRP: \$419

CONSTRUCTION	Magnification	6x - 24x	4x - 16x
	Objective Lens	50mm	44mm
	Ocular Lens Diameter	34mm	34mm
	Length	15.25"	13.25"
	Mounting Length	5.5"	5.5"
	Weight	24.5oz	18oz
	Tube Diameter	30mm	30mm
	Construction Material	One Piece Aluminum (6063)	One Piece Aluminum (6063)
PERFORMANCE	Color & Finish	MATTE BLACK	MATTE BLACK
	Waterproof	YES (submersible)	YES (submersible)
	Fogproof	YES (Nitrogen Purged)	YES (Nitrogen Purged)
	Shockproof	YES (.338 Lapua)	YES (.338 Lapua)
	Lens Coating	FBMC Multi Coated	FBMC Multi Coated
	Light Transmission	92%	92%
	Ocular Focus	YES	YES
	Parallax Adjustment	YES (Side)	YES (Side)
	Parallax Adjustment Range	15yds -- ∞	15yds -- ∞
	Eye Relief	4.25" to 3.25"	4.25" to 3.25"
	Exit Pupil	8.3mm to 2mm	11mm to 3mm
	Field of View	16.5ft to 4.3ft	25.5ft to 8.5ft
FUNCTION	Diopter Compensation	(-2 to +1.5)	(-2 to +1.5)
	Reticle Type	L5 Etched Glass	L5 Etched Glass
	Turret Click Value	1/8MOA	1/8MOA
	Windage Adj. Range	50MOA	50MOA
	Elevation Adj. Range	50MOA	50MOA
	Lockable Turrets	YES	YES
	Re-Zeroable Turrets	YES	YES
	Warranty	Limited Lifetime	Limited Lifetime

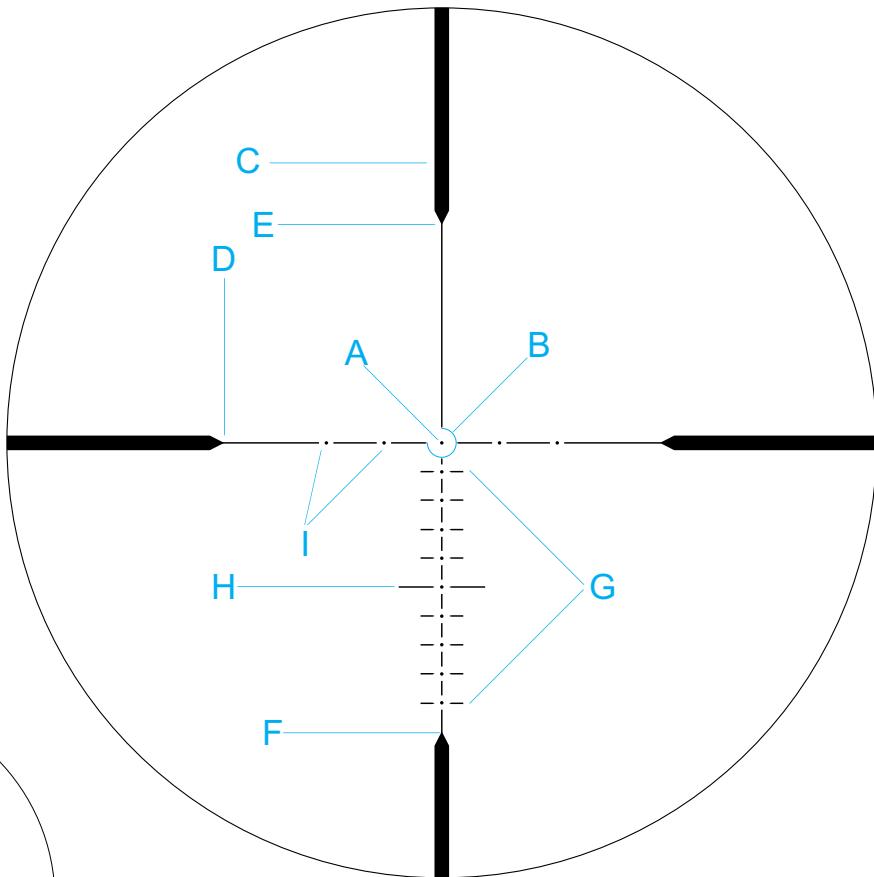
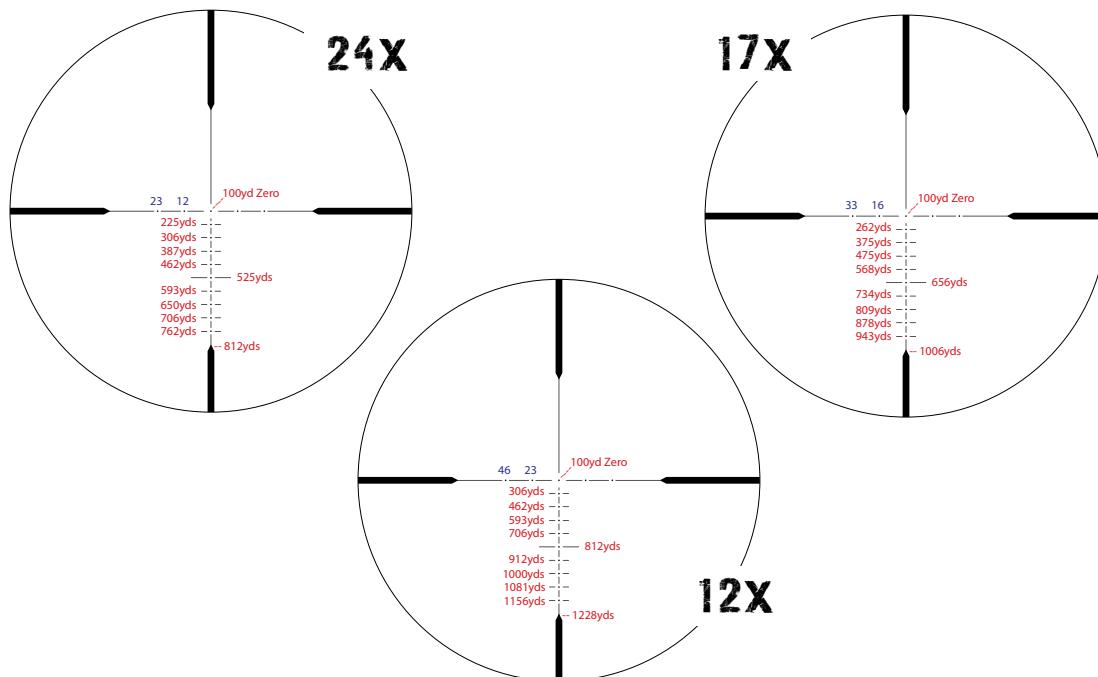
MAKE LONGER SHOTS POSSIBLE

With the L5 reticle set in a crystal clear and precise LUCID optic, the operator no longer needs to be unsure of their shot placement over distance. The L5 reticle is a simple MOA measuring tape with useful hold over increments set 2 MOA apart.

The L5 also provides meaningful wind estimation dots to reference while shooting in less than optimal conditions. With the immensely useful addition of having the reticle available in STRELOK, the operator now can have exact ballistic data no matter what magnification the optic is set on.

The L5 reticle is set in the Second Focal plane. This is done intentionally to allow the operator to be able to back off the magnification and gain substantially more distance in target striking capability. By backing off the magnification, this changes the field of view and increases the "Hold Over" distances available to the operator in the field of view with meaningful and precise reticle increments.

- EXAMPLE:
- 6.5x284NORMA
 - Zero: 100yds
 - B.C.: G2 .618
 - Muzzle Vol: 2850fps
 - 140g Berger
 - Altitude: 5000ft
 - Temp.: 50°



LUCID L5 Reticle

- (A) .125 MOA Center Dot
- (B) 1 MOA Gap from Dot to Cross hair
- (C) 1 MOA Thick Post
- (D) Left Post, 15 MOA from Center
- (E) Top Post, 15 MOA from Center
- (F) Bottom Post, 20 MOA from Center
- (G) BDC dots 2 MOA apart, w/ 1 MOA wide line
- (H) The 10MOA BDC is 2.5 MOA wide line
- (I) The Windage Dots, 4 MOA apart

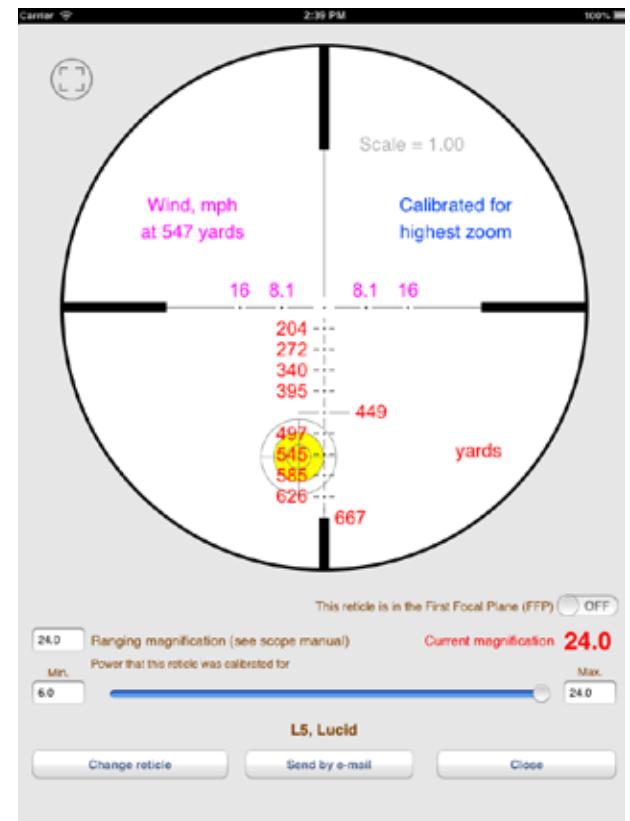
The LUCID L5 Reticle is Available in STRELOK

We are very proud to be included in the wide variety of reticle offerings within the field tested and super accurate ballistic calculator “STRELOK” from Igor Borisov.

Strellok is a full featured and very handy mobile device application offering super accurate ballistic calculations with a spot on graphical representation of where the shot will place within the field of view given a detailed set of operator entered data.

Strellok on Apple and Android Market:

We continue to be simply stunned by the ease in which this simple to use program has made use of the L5 reticle. When the data is entered correctly, even an inexperienced shooter can place long range hits with ease. Give the combination a look and make your longer shots happen.



FIELD PROVEN RESULTS

Scott, of Hi-Viz sights, came out and spent the day with us this summer during the LUCID Long Range Clinic. Unacquainted with our optics, in no time at all Scott was sending shots out to over 1000yds. When it came time to earn some bragging rights, he did just that. Stepping behind our factory Houlding Precision AR-15, topped with the LUCID L5 6-24x50, Scott sent an impressive five shot group of 55g. Hornady V-MAX projectiles out to 100yds to win the “Tight Group” contest this year.

This proud marksman is holding his .410” (5 shot grouping) as his trophy. He also went home with a nice LUCID optics prize for his efforts.

Well done Scott!



BRING YOUR TARGETS CLOSER

US Army Ranger runs the Variable magnifier at the
FPED Range Day at Ft Bragg



When the situation calls for a more precise shot, a bit outside the typical comfort range of your red dot sight, why not have the ability to bring the appearance of your target a bit closer. LUCID Red Dot Magnifiers are designed to provide exceptional optical performance and the shooting confidence to reach further, when necessary. Each of the Red Dot Magnifiers from LUCID are designed with care and attention to detail. We made them rugged, durable and offer a variety of functions suited to most shooting situations and operator needs. Take a closer look and we are sure you will see the importance of having a LUCID view.

2x-5x Variable Red Dot Magnifier

LUCID is proud to offer the world's first variable magnifier for red dot sights. Now the operator is able to transition quickly between a CQB operation to a designated marksman capability in an instant with the same weapons platform. All the while maintaining quality target identification and precision shot placement. LUCID's 2x-5x Variable magnifier mounts behind any red dot sight (with the right mount). This high quality optic offers crystal clear optical performance, and maintains an expansive field of view with a comfortable eye relief through the entire magnification range. NOTE: The 2x-5x Variable Magnifier from LUCID has been updated to offer an ocular focus ability!

SPECIFICATIONS:

MSRP: \$189

- Fully Multi-Coated Lenses
- 100% Shockproof & Waterproof
- 100% Fogproof
- 30mm Tube
- Objective Lens: 21mm
- Adjustable Dot Centering
- Weight: 7.75oz
- FOV @ 100yds - 40ft - 25.5ft
- Eye Relief: 4"
- Compatible with ANY Red Dot
- Limited Lifetime Warranty



2x Magnifier for the HD7 Red Dot

The LUCID screw-in 2x magnifier is an option available for the LUCID HD7 red dot sight. This magnifier was specifically designed to answer the demand for those who want a dedicated magnified view for their 1x red dot optic. With a built in ocular focus adjustment and a very forgiving eye relief this magnifier will bring the targets close enough to gain the added precision you may be looking for on your set-up. Also, those operators that may have a tiny bit of uncorrected astigmatism should know that a little magnification will help correct the appearance of a blurry reticle.

SPECIFICATIONS:

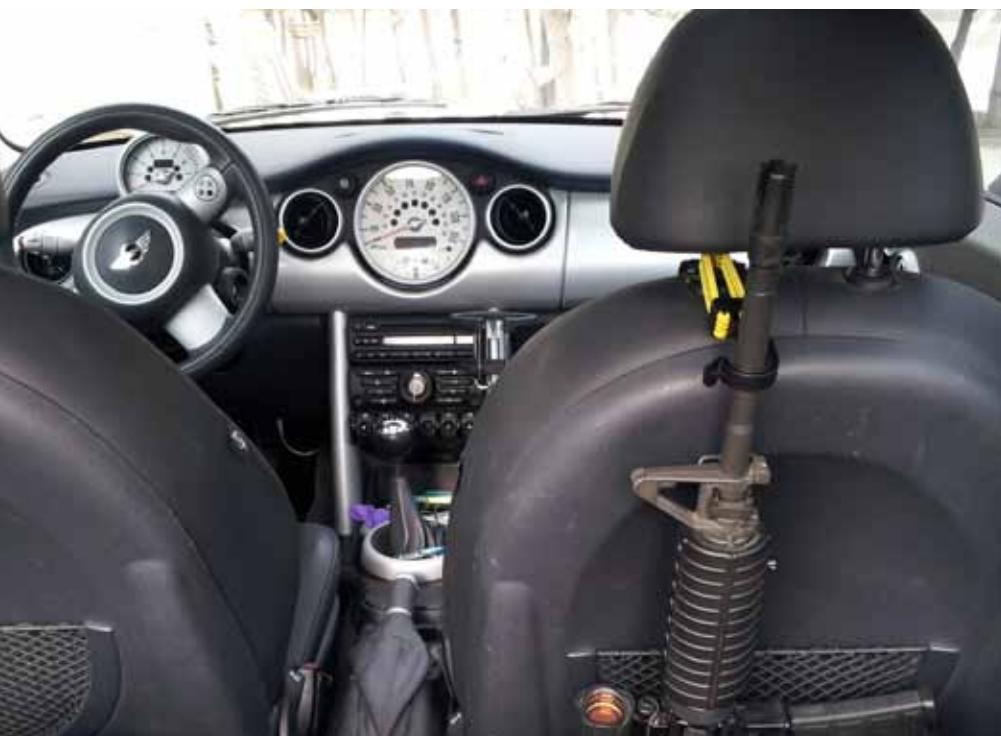
MSRP: \$49

- Fully Multi-Coated Lenses
- 100% Shockproof & Waterproof
- 100% Fogproof
- Threaded for HD7 Red Dot
- Weight: 2oz
- Eye Relief - 2" - 7"
- Limited Lifetime Warranty



THE RIGHT STUFF

That's right, this is a Mini Cooper rockin an AR-15 with the LUCID Snap Rack



Let's face it. There are some things you just need and there are some that you truly want. As we grow our business, LUCID will develop, find and offer the accessories and gear that properly fits both the "need" and the "want". Our Gear and Accessories will always be held to the LUCID standard of quality and afford ability. We take our product selection very seriously and understand that the items we offer speak volumes about who we are as a company. So please keep an eye on LUCID and watch for what is next.

Not all tactical gear is created equal. Neither are the companies selling it. We don't believe in selling something just to make money. We simply won't sell something if we wouldn't use it ourselves. Whether you're patrolling the streets of Baghdad, shooting a 3-gun match, or simply enjoying a day at the range, take LUCID gear with you.

LUCID Snap Rack

No amount of catalog space could ever do the elegant simplicity of the LUCID Snap Rack justice. This incredibly simple yet effective vehicle firearm storage system is Safe, Simple and Effective. With the Snap Rack your firearms can be safely and securely stored in your vehicle and be easier to access than ever before. Working with the natural laws of gravity and the post on the head rest in your vehicle. The firearm is placed into the Snap Rack in a vertical, "muzzle up" orientation. When the firearm is needed simply grasp the barrel and snap the rack.

MSRP: \$12

SPECIFICATIONS:

- Universal fit on most vehicles
- Fast "one hand" operation
- Safe & Secure Firearm Storage
- Limited Lifetime Warranty
- Made with Pride in the U.S.A.



See the Snap Rack in action.
www.mylucidgear.com

LUCID ScopeCoats

You asked for protective covers, so LUCID partnered with ScopeCoat for the best solution possible. Constructed using high-quality Neoprene core, laminated with Nylon. It's simple yet effective design safeguards your optic against dings, scuffs, scratches, dust, dirt, and moisture. Protect your LUCID product from the elements.

MSRP: \$24 - \$20

SPECIFICATIONS:

- Recommended for LUCID M7, HD7, P7 and L5 Rifle Scopes
- Limited Lifetime Warranty



50mm Sun Shade

The LUCID L5 50mm Sun Shade is ideally suited to the L5 6-24x50 Gen II rifle scope. This accessory shade assists with sun glare when shooting in early mornings or facing into the direction of the sun.

MSRP: \$24

SPECIFICATIONS:

- 6061 T6 Aluminum
- T3 Mil-Spec Anodized
- 50mm Diameter
- 4" in Length, (interconnectable, for more length)
- Limited Lifetime Warranty



ADM SM-01, Swing off Mount

This mount features a lower 1/3rd co-witness when used on an AR15, M16, M4 flat top with Mil-Spec size iron sights. It enables the operator to swing the red dot magnifier out of view for an unmagnified sight picture. It is precision machined from 6061 T6 aluminum and finished in hard coat T3 Mil-Spec anodize. Featuring the ADM Patented QD Auto Lock™ Lever system to accommodate both "in spec" and "out of spec" rail systems.



MSRP: \$149

SPECIFICATIONS:

- 6061 T6 Aluminum
- Patent QD Auto Lock™
- Weight: 3.5 oz.
- Lifetime Warranty
- T3 Mil-Spec Anodized
- No Proprietary Tools Required
- Made with Pride in the U.S.A.
- Recommended for LUCID 2x-5x Magnifier

LUCID Flash Filter Accessory

Designed specifically for the HD7 red dot sight as a response to a direct request from our customers. This accessory reduces any annoying lens glare and reflection as well as adds an extra level of protection for the objective lens of the HD7 red dot sight and the P7 4x Combat Optic.



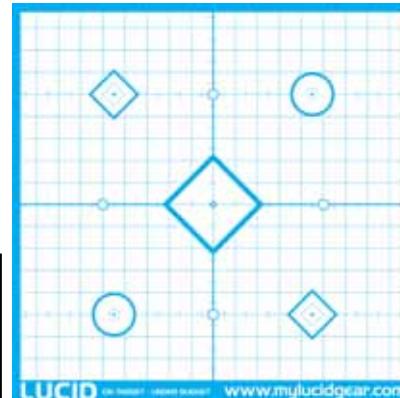
MSRP: \$49

SPECIFICATIONS:

- 6061 T6 Aluminum
- Weight: .2oz.
- Compatible with HD7 & P7
- T3 Mil-Spec Anodized
- LIMITED Lifetime Warranty

LUCID Precision "Sight In" Target

LUCID is proud to offer our version of a precision sight in target. These targets are made with a high quality paper and an easy to see cyan color. With 9 aiming points and precise markings providing the feedback so you will be on target in no time at all.



MSRP: \$16

SPECIFICATIONS:

- Generous 18"x18" Size
- IMOA Grid
- Precise 1/8 MOA Aiming Points
- Bundles in pads of (20)
- 9 Aiming Points
- 1/2 MOA indicators
- High Quality Paper
- Easy to see Cyan Color

ADM AD-RECON-20 Rifle Scope Mount

The AD-RECON-20 mount is made for putting high power glass onto a flattop style AR-15 with 20 MOA built in to the base. The cantilever throws the scope out front, allowing you to get the right eye relief. It is precision machined from 6061 T6 aluminum and finished in hard coat T3 Mil-Spec anodize. It features the Patented QD Auto Lock™ Lever system to accommodate both in spec and out of spec rail systems.



MSRP: \$195

SPECIFICATIONS:

- 6061 T6 Aluminum
- Patent QD Auto Lock™
- Weight: 8.4 oz.
- Lifetime Warranty
- T3 Mil-Spec Anodized
- No Proprietary Tools Required
- Made with Pride in the U.S.A.
- Recommended for LUCID L5 Rifle Scope

LUCID / ADM QD Retro Fit Kit for the HD7

Long awaited and highly requested, retro fit "Quick Detach" mounting kit for the HD7 is here. This high quality, US made patented lever system will allow for the operator replacement of the standard mounting pins on the Gen II and newer HD7 red dot sights.



MSRP: \$149

SPECIFICATIONS:

- 6061 T6 Aluminum
- Patent QD Auto Lock™
- Weight: 2.75 oz.
- Lifetime Warranty
- T3 Mil-Spec Anodized
- No Proprietary Tools Required
- Made with Pride in the U.S.A.
- Recommended for LUCID HD7 Red Dot Sight

LUCID Tac Pen

Overkill is Under Rated - The LUCID Tac Pens are made of 6061 Aluminum, precision machined and hard anodized. The flutes and grooves on the pen, combined with the sturdy pocket clip, provides a secure grip. This pen is a functional writing instrument as well as a perfect tool for what ever the situation may call for.



MSRP: \$24

SPECIFICATIONS:

- 6061 Aluminum
- Hard Anodized Black
- Black Ink
- Aggressive Piercing Point

THE WARRANTY EXPLAINED

LUCID takes quality control and customer service VERY seriously. We do not see a lot of issues with our products, but things happen. From time to time we need to address an issue. In this process, we will do everything possible to make the situation right and fair for all involved. Our customers are our top priority.

Our LIMITED LIFETIME WARRANTY is a guarantee that LUCID branded items will be free from manufacturer defects and will hold up to normal wear and tear. Please note that this is not a license to abuse our products and then ask for a refund. Also, please be sure that ALL other potential sources of any issue are explored before making a warranty claim. This simply saves everyone time and effort.

NOTE: We take advantage of the ability to video selected warranty reviews for our internal training and to better communicate with customers. This process is a highly effective communication tool and allows us to show our customers exactly what we see and find during the review.

Bottom line, if there is truly a problem with the item, LUCID will make every effort to make the situation right. As for the non-LUCID branded

2015 LUCID Long Range Clinic Crew



items we may carry, they will be subject to the original manufacturer's warranty.

ALL warranty issues need to be handled by LUCID directly with the customer. Please don't take a LUCID item back to the dealer to resolve, as they will have very limited resources and abilities to assist you in getting the issue resolved. Please bring the issue to our attention directly.

If you experience an issue with one of the LUCID items please let us know. Often emailing us at info@mylucidgear.com is the best first step. We will first attempt to help you troubleshoot the issue. If we are unable to help you resolve the issue initially we will need to open a formal warranty review case. Rest assured, your issue will be handled personally and professionally.

We have developed a fair, formal process for warranty reviews to be conducted in a detailed, professional manner.

The first step in a LUCID Warranty review is to reference the policy on the back of the box or the manual. This information will have the warranty policy as well as the shipping address on it for you.

The second step is to reach out to LUCID directly either through e-mail (info@mylucidgear.com) or to call us directly (307-840-0524). Typically, we are available anytime between 8a.m. & 5p.m. Mountain Standard Time.

In this conversation we will discuss the potential issue and possibly issue a Return Authorization number. This (RA#) is a basic reference for us indicating that the proper conversations have been had in efforts to troubleshoot the issue prior to having the item sent back. Please write the RA# on the outside of the shipping box. On the inside it is critical that the customer provides us with a complete set of contact information, (Name, Phone, e-mail & return shipping information.) Also, please include a detailed message about the issue and how it was discovered.

Once received, we will get the item in process immediately and e-mail you alerting you that it has been received. If we can reproduce the issue and classify it as a manufacture defect, we will repair or replace the item.

DETAILS AND TERMS

Operating Hours - LUCID is a small but growing company that values our family and time away from the office. We are available anytime between 8a.m. & 5p.m. Mountain Standard Time. If we don't answer your call please leave us a message and we will be sure to get back with you as soon as possible. One of the most effective, methods of reaching us is via e-mail. (info@mylucidgear.com)

Dealers & Distributors

LUCID is always looking for more ways and places to get our products out into the market. If you are a Dealer or Distributor that is interested in the LUCID products, or know of one that should be carrying the LUCID line, please have them contact (jamie@mylucidgear.com).

- DLR Payment Terms are (NET 30 - 2% 15)
- Yes, we have a MAP program
- Pricing is based on volume purchases (per P.O. by SKU)
- Shipping is calculated at the time of the P.O. shipment
(LUCID uses FedEx Ground, unless otherwise requested by the customer)

For all general inquiries, Please contact our customer service at (info@mylucidgear.com)

For information in the areas of marketing opportunities or technical information, Please contact Jason at: (307-840-2160 or jason@mylucidgear.com)

LE & Military Professionals

LUCID offers a Law Enforcement & Military discount for qualified personnel. Please contact our Operations Department for more information and the requirements to participate in this program.
(307-840-1860 or jamie@mylucidgear.com)

Test & Evaluation Samples

Typically this inventory is available to LE / Mil agencies for the use in making an educated decision for the group. Please note that this inventory is very limited and available on a "first come - first serve basis." If you feel you may require a sample to test before making a good purchasing decision please let us know.



NOTES FROM THE FIELD

Don't simply take our word for it

"I have always been one of those guys that is highly skeptical of anything that is marketed as "affordable" when it comes to my hunting and shooting gear. I reluctantly gave your L5, 6-24x50 rifle scope a try this summer on the top of my new Savage Long Range Hunter chambered in the highly accurate 6.5x284 NORMA. I was impressed, so much so, that I kept it on my rifle for hunting season. I am happy to let you folks at LUCID know that I took my buck antelope this year at 835yds, one shot. The L5 reticle does everything it is advertised to do. The optics in this scope are as clear if not more crisp than any of the other higher priced brands. Please see the attached image of the whitetail deer I took this year, also with the LUCID L5. Simply an amazing set up, especially for the money.

- Lantz Pfisterer
Wyoming

When I discovered LUCID, I found many reviews , skeptically, I bought one and tested it myself. I found that the ease of use seemingly made me a better shooter. Impressed, then the more I thought about I became horrified, as I realized how much I could have saved if I had just gotten a LUCID in the first place.

I now own several LUCID optics in different configurations. In conversations with Jason, the LUCID founder, I found that he is always pushing the envelope to improve on an already outstanding optic, which is difficult to do!

Many of my personal friends have bought the HD7 only because I have recommended them so highly. I make them an offer."Buy one and if you don't think it's as good if not better than the red dot you're using now, I will buy it off you at full price including the shipping cost plus the shipping cost to send it to me." To date I have never had anyone take me up on the offer.

Bottom line, they're the best bang for the buck and can hold their own against other optics at more than twice the price. Get one and see for yourself! You'll see what I'm talking about. Thank you Jason for what you do!

Robert J Baranda
Florida

A small sample of comments from our customers



I'm blown away by this little design. There is nothing more important than simple functionality in one package... this is definitely on par with the big guys.

- Terra Shrewsbury

This is a great optic, easy to use, holds zero, with a lot of features only seen in high priced optics.

- Gene Enly, Littleton Police Department

I finally got to the range...I could wait no longer. One word, FANTASTIC!

- Devin S. Standard,

I got the HD7 and am sighted in..WOW, now I have a tack driver, Thanks again for an awesome product!

- Roger Falnes

I wanted to let you know how pleased I am with the HD7. My groups went from 2+ inches (iron sights) to sub MOA. Thanks for a top notch product that the average joe can afford.

- ISG Theodore D. Moskonas

I brought the HD7 home from the SHOT Show 2010 and handed it over to our SWAT team leader. After the usual "How can it be much good at such a low price" bit, he agreed to try it. Since that time, the HD7 has been tested, truly tested, on 5.56 carbines, 9mm carbines, and shotguns, banged into walls, rolled in the dirt and intentionally abused. With the exception of a scratch or two, the HD7 works today as it did its first time out of the box, fantastic. My only problem with the HD7 is that I can't get it back from our team leader. As a result of our review our agency has purchased several of the HD7 units, only way we could see changing is when LUCID comes up with the next generation for us to try. I would definitely recommend the LUCID Products.

- Sgt. Pete Spinuzzi

I have been using your L5 6-24x50 sniper scope every time I head to the field. This optic is something else! Clear, bright, is great in low light conditions. The L5 is accurate, dependable and durable.

The kill area on a coyote is about 4 inches. To make that shot at 300 yards to 400 yards I want precision, with the L5 it's all precision, just what I need as a professional predator hunter.

Thank You for manufacturing such a fine optic!

NOTE: The shots below ranged from 15 yards to 368 yards. It was a great day calling!

- Jim Walker
Burns, Oregon



HUNTING WITH HEROES 2015



LAST

September we had the privilege of hosting the “sight-in” day for the local chapter of HUNTING With Heroes benefit antelope hunt at our range here in Fremont County Wyoming. This simple but wonderful event was truly a special thing to just be a part of.

There are over 21 million veterans living in the United States. More than 900,000 of them are disabled at a 70% rate or more. Hunting with Heroes is proud to honor disabled veterans from current and past conflicts with unique programs designed to show our appreciation, respect and gratitude for all they have sacrificed.

Mostly our role in this event was to be support and offer access to our range, so the HEROES could get all set up and ready to go on an Antelope hunt over the next few days.

Placing shots out past the 100 and 400yd mark became common.



Just good folks having a good time, 1760 coaching at it's best



These wonderful people (HEROES) came out from all walks of life and era's of service to enjoy the outdoor activities the Hunting with Heroes guides and Wyoming had to offer.

In the main image (LEFT) “Dennis Fish” had sighted in his hunting rifle and wanted to try his hand at sending a shot to 1760yds. So we set him up behind the 7mm MAG and with very little coaching, he made contact! The spotter rang out “hit, do it again, just like that” and he did, joining the MILE Club with ease. Well done!

We also hear that he took a very respectable antelope the next morning. It was a pleasure having these folks share a day with us on the range. If you are not involved with the Hunting for Heroes program...GET INVOLVED.



www.mylucidgear.com | 307.840.0524 | info@mylucidgear.com | Riverton Wyoming