

# OBERWERK

THE WORLD'S LEADING SUPPLIER OF HIGH-POWER BINOCULARS

## LOOK BEYOND

Oberwerk invites you to look beyond— to see further, with more detail, more color, with depth perception and perspective that only viewing with both eyes makes possible. Their running joke used to be on the back of their business cards.



product line has expanded over the years to include a wide variety of models for all types of usage, their specialty has always been high-power binoculars (capable of 40x and higher). In that niche market, Oberwerk has been the world's leading supplier for the last two decades, outselling all other brands— combined!



**BECAUSE TELESCOPES ARE FOR ONE-EYED PIRATES**

But then it became un-cool to disparage pirates.

Back in 1999, a passion for viewing the night sky with both eyes, by using large high-power binoculars, motivated a successful software



Every Oberwerk binocular is tested and tuned to perfection in Dayton, Ohio by Oberwerk founder Kevin Busarow, and comes with a hand-written check-out list. Kevin is one of the most-experienced (and fanatical) optical techs in the business. His testing involves numerous optical and mechanical checks, with a special emphasis on “collimation” (alignment). An Oberwerk serial number is assigned and laser-engraved only after a binocular completes this final quality assurance process.

engineer to turn his astronomy hobby into a new career. His software development company, Oberwerk, transitioned from software to optics, first as an importer, and later as a manufacturer, by partnering with a small optics company in the “optics valley” of Kunming, China. Their assembly plant now makes binoculars exclusively for Oberwerk. That partnership gives Oberwerk full control over the entire process — from design to production to quality assurance. While the Oberwerk



This obsession for highest-possible quality regardless of cost makes Oberwerk products more expensive to build than most competitors' products. In order to offer competitive pricing, Oberwerk sells only directly to customers— eliminating the typical levels of distribution and retail markup. They also spend comparatively little on advertising, relying heavily on loyal customers and product reviews to spread the word. So if you're more interested in looking through a high-quality binocular, than being seen with a more expensive brand, Oberwerk invites you to look beyond.

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