

Levenhuk, Inc.

Levenhuk Product Promotion

Training Manual

2016

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1. Levenhuk Telescopes Promotion

Levenhuk Strike Telescopes

Quality optics, a rich kit of additional accessories and an affordable price make **Levenhuk Strike** telescopes the best choice for both beginning astronomers and experienced observers. The telescopes allow you to observe Solar System planets as well as deep-sky objects. The main advantages of this series are simple and reliable design, reasonable price and extensive kit of accessories, which allows you to start observing right "out of the box". It also bears mentioning that Levenhuk Strike telescopes are packed in bright colorful boxes, which can be a strong argument for those customers who want to present a telescope as a gift. This telescope series knows no equal on the market. The Levenhuk Strike series includes three product lines:

- **Strike NG** — a perfect fit for any beginner, whether a child, teenager or adult beginner;
- **Strike PLUS** — great choice for ambitious observers, both beginners and more demanding astronomers;
- **Strike PRO** — ideal for experienced astronomers who are really into astronomy and space.

Levenhuk Strike NG Series



The **Levenhuk Strike NG** telescopes were designed for beginning observers and were equipped with everything required to observe the Moon craters, the rings on Saturn, star clusters and galaxies. The series includes refractors with 50mm, 60mm and 80mm apertures and alt-azimuth mounts. Levenhuk Strike NG telescopes are functional models at reasonable prices. Apart from the telescope itself, you also get a wide set of optical accessories for astronomical and terrestrial observations, and plenty of guidebooks, both for starting out and for more in-depth knowledge.

The series includes:

- 65552 *Levenhuk Strike NG 50 Telescope*
- 65553 *Levenhuk Strike NG 60 Telescope*
- 65554 *Levenhuk Strike NG 80 Telescope*

The Levenhuk Strike NG kit includes:

- Levenhuk Strike NG Telescope on a Yoke mount with declination axis
- Alt-azimuth mount
- Stainless steel tripod
- 1.25" plastic focuser
- 20mm and F6 mm 1.25" eyepieces
- 3x Barlow lens

- Red Dot 3x20 finderscope
- Diagonal mirror
- "See it all!" Astronomer's Handbook with descriptions of 280 celestial objects
- Space Posters Set (Moon, Sun and Other Stars, Solar System)
- Planisphere (star chart)
- Stellarium software CD
- Compass
- User manual and lifetime warranty

More information: <https://www.levenhuk.com/catalogue/telescopes/series-strike-ng/>

Levenhuk Strike PLUS Series



The **Levenhuk Strike PLUS** series was designed for ambitious astronomers – those looking for the latest and the best in technology and quality. It's more advanced as compared to Strike NG, as these telescopes allow you to observe the deep sky objects as well, and see more details on the Solar system planets. The standard Strike PLUS Telescope kit includes everything you will ever need to plan and carry out your observations.

The series includes:

- 65561 *Levenhuk Strike PLUS 90 – refractor with alt-azimuth mount*
- 65617 *Levenhuk Strike PLUS 100 – reflector with equatorial mount*
- 65620 *Levenhuk Strike PLUS 120 – reflector with equatorial mount*

The Levenhuk Strike PLUS kit includes:

- Levenhuk Strike PLUS Telescope
- Steel tripod and mount
- Rack-and-pinion focuser 1.25"
- 25mm eyepiece (Strike PLUS 100/120), or 20mm&6mm eyepieces (Strike PLUS 90)
- 6.8–16mm zoom eyepiece
- 2x Barlow lens (Strike PLUS 90), or 3x Barlow lens (Strike PLUS 100/120)
- Red Dot finderscope
- Diagonal mirror (Strike PLUS 90)
- "See it all!" Astronomer's Handbook with descriptions of 280 celestial objects
- Space Posters Set (Moon, Sun and Other Stars, Solar System)
- Planisphere (star chart)
- Stellarium software CD
- Compass
- Levenhuk Zongo Telescope Case
- User manual and lifetime warranty

More information: <https://www.levenhuk.com/catalogue/telescopes/series-strike-plus/>

Levenhuk Strike PRO Series



The **Levenhuk Strike PRO** series is created for advanced astronomers keen in astronomy and space:

- 65570 *Levenhuk Strike PRO 900 — refractor on equatorial mount;*
- 65574 *Levenhuk Strike PRO 950 — Maksutov-Cassegrain telescope on equatorial mount;*
- 65577 *Levenhuk Strike PRO 1000 — Maksutov-Cassegrain telescope on equatorial mount.*

This series, with its very advanced kit, was created specifically for professional astronomers. While very compact and lightweight, the Levenhuk Strike PRO is made to the highest quality standards, and yields astonishing views of the universe. Thanks to the size of these models, you can easily bring them with you when traveling so you will always be ready for stargazing wherever you find yourself. Let's not forget about a telescope case included in the kit with each telescope, which makes transporting Levenhuk Strike PRO telescopes incredibly comfortable. The kit of the Strike PRO series is a huge hit on the market. Besides branded telescope cases it also includes color telescope filter sets for achieving better image quality when observing planets; a lunar filter for clear and sharp lunar observations; a solar filter for safe lunar observations; an additional 6.3mm eyepiece; and, of course, a Barlow lens for additional 2x zooming.

The Levenhuk Strike PRO kit includes:

- Levenhuk Strike PRO Telescope on a German equatorial mount
- Aluminum tripod
- Eyepieces: SUPER 10 mm, SUPER 25 mm
- An additional Plössl 6.3 mm eyepiece
- 2x Barlow lens
- Set of color filters
- Lunar filter
- Solar filter
- Finder scope
- "See it all!" Astronomer's Handbook with descriptions of 280 celestial objects
- Space Posters Set (Moon, Sun and Other Stars, Solar System)
- Planisphere
- Stellarium software CD to assist you during your astronomical observations
- Compass
- Levenhuk Zongo Telescope Case
- User manual and lifetime warranty

How to promote the advantages of Levenhuk Strike PRO series to customers:

- Outstanding design, bright colorful packaging, rich kit, high quality and performance – all of this rightfully makes a Strike telescope the best gift for anyone.
- Super kit – the Strike NG kit includes extras worth over \$50, Strike PLUS - \$100 and Strike PRO - \$200. A customer would have to spend that much if buying all accessories separately. But when purchasing Strike telescopes, all accessories come absolutely free.
- Ease and comfort of use – convenient and lightweight mounts of these telescopes can be easily managed even by a kid.
- The absence of competitors on the market – by build quality, specifications and kit.

More information: <https://www.levenhuk.com/catalogue/telescopes/series-strike-pro/>

Levenhuk Zongo Telescope Cases

Levenhuk Zongo 20 Telescope Case; Small, Black



The case is suitable for most refractors of 50mm, 60mm, 70mm, and 80mm objective lens diameter as well as for Maksutov-Cassegrain telescopes of 80mm and 90mm aperture and reflectors of 76mm diameter. Thanks to the padded divider inside Levenhuk Zongo 20, you can store the telescope tube and the tripod separately. For even more protection, counterweights are held in place with hook-and-loop fasteners. Thanks to those, you can be sure that you will never damage any telescope parts. Any and all accessories you may have will easily fit inside a pocket in front.

Levenhuk Zongo 40 Telescope Case; Large, Black



Levenhuk Zongo 40 Telescope Case; Large, Black is a spacious telescope bag that is great for storing and transporting most refractors of 50mm, 60mm, 70mm, 80mm, 90mm, 100mm objective lens diameter as well as Maksutov-Cassegrain telescopes of 80mm, 90mm, 102mm, 127mm and 150mm aperture and reflectors of 76mm, 114mm and 130mm diameter.

The telescope case consists of two items:

- The main bag with an additional pocket that can hold your telescope tube, mount, accessory tray, and all your accessories inside. It even has a wide shoulder strap for easy transportation.
- The pouch for your tripod that you can sling over your shoulder.

Levenhuk Zongo 60 Telescope Case; Small, Blue



Levenhuk Zongo 60 Telescope Case; Small, Blue is a convenient telescope bag designed for transporting relatively small telescopes, such as Maksutov-Cassegrain telescopes of 80mm, 90mm and 102mm aperture. The bag is made of durable material that ensures additional protection of your telescope.

The telescope case consists of two items:

- The main bag with additional pockets that can hold your telescope tube, mount, accessory tray, and all your accessories inside. It even has a wide shoulder strap for easy transportation.
- The pouch for your tripod that you can sling over your shoulder.

Levenhuk Zongo 80 Telescope Case; Large, Blue



Levenhuk Zongo 80 Telescope Case; Large, Blue is a roomy telescope bag that is great for storing and transporting most refractors of 50mm, 60mm, 70mm, 80mm and 90mm objective lens diameter as well as Maksutov-Cassegrain telescopes of 80mm, 90mm and 102mm aperture and reflectors of 76mm and 114mm diameter. The bag is made of even more durable material that ensures greater impermeability and higher safety of your telescope.

The telescope case consists of one item:

The large compartment in this bag can hold the telescope tube itself, along with a mount, an accessory tray, and a tripod. An internal padded divider separates the tube from the mount and tripod, while hook-and-loop fasteners keep counterweights in place. You can carry the bag in your hands by the handles, or you can sling it over your shoulder with a wide strap.

More information: <https://www.levenhuk.com/catalogue/accessories/telescope-cases/>

Levenhuk Skyline Telescopes



This series includes telescopes for beginners, with alt-azimuth or equatorial mounts: telescopes for terrestrial observations, telescopes for astronomical observations, and powerful models for observation of deep-sky objects. Such diversity allows you to choose just the right model for all your needs. All telescopes have multi-coated optics, precise factory alignment, and do not require additional configuration.

The series includes:

67686	<i>Levenhuk Skyline 50x600 AZ Telescope</i>
67687	<i>Levenhuk Skyline 60x700 AZ Telescope</i>
24295	<i>Levenhuk Skyline 70x700 AZ Telescope</i>
27644	<i>Levenhuk Skyline 76x700 AZ Telescope</i>
24298	<i>Levenhuk Skyline 70x900 EQ Telescope</i>
24297	<i>Levenhuk Skyline 90x900 EQ Telescope</i>
24296	<i>Levenhuk Skyline 130x900 EQ Telescope</i>
27645	<i>Levenhuk Skyline 120x1000 EQ Telescope</i>

The telescope's advantages:

- 1) High quality of all optical elements
- 2) Solid construction of mount and tripod.
- 3) Wide model range that provides for wide range of celestial objects visible through telescopes of this series.
- 4) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/telescopes/series-skyline/>

Levenhuk Skyline 50x600 AZ Telescope



This telescope is a great choice for those who take their very first steps in astronomy. The telescope is equipped with a simple alt-azimuth mount, which does not require any special skill from the user. This model is easy to assemble and transport. It can also be used for terrestrial observations.

The kit includes:

- 20mm (30x), 12.5mm (48x), 4mm (150x) eyepieces
- 1.5x erecting eyepiece
- Diagonal mirror
- 3x Barlow lens
- 5x24 optical finderscope
- Alt-azimuth mount
- Aluminum tripod with accessory tray
- Cleaning wipe
- User manual and warranty slip

The telescope's advantages:

- Easy assembly
- Light weight
- Extended kit
- Affordable price

How to promote this model to customers:

- The telescope is suitable for both astronomical and terrestrial observations.
- It is easy to take this model with you wherever you go.
- It's easy to adjust the telescope; no specific skills are required.
- It's a great gift for children.

Target audience:

- Those who are looking for a present for kids
- Beginning astronomers taking their first steps in astronomy.

More information: <https://www.levenhuk.com/catalogue/telescopes/levenhuk-skyline-50x600-az/>

Levenhuk Skyline 60x700 AZ Telescope



This telescope is a great choice for those who take their very first steps in astronomy. The telescope is equipped with a simple alt-azimuth mount, which does not require any special skill from the user. This model is easy to assemble and transport. The diagonal prism (included in the kit) allows for maximum comfort during terrestrial observations.

The kit includes:

- 20mm (35x), 4mm (175x) eyepieces
- 90° diagonal prism
- 3x Barlow lens
- 5x24 optical finderscope
- Alt-azimuth mount
- Aluminum tripod with accessory tray
- Cleaning wipe
- User manual and warranty slip

The telescope's advantages:

- Easy assembly
- Light weight
- The kit includes a 90° diagonal prism

How to promote this model to customers:

- The telescope is suitable for both astronomical and terrestrial observations.
- It's easy to adjust the telescope; no specific skills are required.
- It's a great gift for a child or adult beginner.

Target audience:

- Those who are looking for a present for kids
- Beginning astronomers taking their first steps in astronomy.

More information: <https://www.levenhuk.com/catalogue/telescopes/levenhuk-skyline-60x700-az/>

Levenhuk Skyline PRO Telescopes



The Levenhuk **Skyline PRO** series is designed for experienced and demanding astronomers. The series includes different models that have one purpose – to provide the observer with the best image quality and the highest performance and reliability during visual observations and astrophotography. In order to achieve this goal, the telescopes are made using quality materials and first-class optical components.

The series includes:

30075	<i>Levenhuk Skyline PRO 80 MAK Telescope</i>
27646	<i>Levenhuk Skyline PRO 90 MAK Telescope</i>
27647	<i>Levenhuk Skyline PRO 105 MAK Telescope</i>
28300	<i>Levenhuk Skyline PRO 127 MAK EQ Telescope</i>

The telescope's advantages:

- 1) High quality optics.
- 2) Telescopes in the series are equipped with sturdy and reliable tripods and mounts.
- 3) Ideal for astrophotography.
- 4) Compact and easy to move.
- 5) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/telescopes/series-skyline-pro/>

Levenhuk SkyMatic GoTo Telescopes



Levenhuk SkyMatic GoTo telescopes can be recommended to everyone: They are great for beginners as well as for experienced users. These telescopes have a built-in database with coordinates and information on more than 42,000 celestial objects. SkyMatic telescope provides automatic guidance to any selected star, planet or nebula. The telescope is controlled using a special hand controller. All objects in the database are cataloged; you can also create your own catalogs of celestial objects. Levenhuk SkyMatic allows using all capabilities of modern telescopes to the fullest and provides high-quality images.

The series includes:

18114	<i>Levenhuk SkyMatic 135 GTA Telescope</i>
18116	<i>Levenhuk SkyMatic 105 GT MAK Telescope</i>
28296	<i>Levenhuk SkyMatic 127 GT MAK Telescope</i>

The telescope's advantages:

- 1) High quality optics.
- 2) Telescopes in the series are equipped with sturdy and reliable tripods and mounts.
- 3) High-precision automatic guidance system.
- 4) Ideal for astrophotography.
- 5) Compact and easy to move.
- 6) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/telescopes/series-skymatic/>

2. Levenhuk Microscopes Promotion

Levenhuk Microscopes, entry-level series



Levenhuk entry-level microscopes can be used by both adult beginners and children. The magnification level of such microscopes allows for studying relatively large organisms on the cellular level, for example *Paramecium caudatum*. The presence of top illumination allows for observing opaque samples. These microscopes are ideal for school biology curriculum. Most Levenhuk entry-level microscope models include the Levenhuk K50 experiment kit right in the package.

The series includes:

	<i>Levenhuk Rainbow 2L series (Levenhuk K50 Experiment Kit included)</i>
	<i>Levenhuk Rainbow 2L PLUS series (Levenhuk K50 Experiment Kit included)</i>
	<i>Levenhuk Rainbow 50L series (Levenhuk K50 Experiment Kit included)</i>
	<i>Levenhuk Rainbow 50L PLUS series (Levenhuk K50 Experiment Kit included)</i>
25648	<i>Levenhuk 2S NG</i>
66822	<i>Levenhuk 3S NG (Levenhuk K50 Experiment Kit included)</i>
24616	<i>Levenhuk 2L NG</i>
66740	<i>Levenhuk 3L NG (Levenhuk K50 Experiment Kit included)</i>

The main advantages of entry-level microscopes:

- 1) Decent optics.
- 2) Upper illumination system.
- 3) The ability to operate by main power or batteries.
- 4) The perfect price-quality ratio.
- 5) Lifetime warranty.

Target audience:

- Pre school and school children
- Those who are looking for a microscope as a gift

More information: <https://www.levenhuk.com/catalogue/microscopes/>

NEW - The Levenhuk Rainbow microscope series deserve particular mention. It's worth noting that no other brands have anything similar in their model range.

Levenhuk Rainbow Microscopes

(The new series replaces the Levenhuk Rainbow NG series; see the comparison table below)



Bright Levenhuk Rainbow biological microscopes are distinguished by not only excellent quality optics and reliable body, but also by their original design. The series includes quality microscopes for children of middle- and high-school age, university students, and all people interested in the microcosm.

Microscopes with magnification power up to 640x are designed for school biology studies; other models with higher magnification up to 1280x are suitable for college and university students, and can also be used for basic laboratory research. People who love modern technology will probably like digital microscope models, which allow not only for visual observations and research, but also for microphotography. These models allow users to make beautiful photos of observed microscope samples and capture living microorganisms on video.

Advantages of the Levenhuk Rainbow microscopes:

- Each microscope comes with Levenhuk K50 Experiment Kit + "Attractive Microscope. Scrutinizing the Microcosm" User Guide.
- Convenient and reliable body.
- Buyers can choose from plastic or metal bodied microscopes. Levenhuk 50L and 50L PLUS microscopes come with a convenient plastic case.
- Built-in upper and lower illumination.
- Buyers can choose models with either fixed or rotatable monocular head.
- Each microscope model is available in five bright colors: Moonstone, Amethyst, Lime, Azure, and Orange.
- The line includes two digital models: D2L and D50L PLUS.
- Improved gift box design: colorful and attractive.

How to promote new microscopes to customers:

- General use microscopes
- Most affordable models for any purpose
- Excellent optics, great build quality
- Great option for entry-level observations
- Perfect option for children

Target audience:

- All buyers looking for entry-level biological microscopes
- Children, school and university students
- Those looking for a microscope as a gift

More information: <https://www.levenhuk.com/catalogue/microscopes/rainbow-series/>

The series includes:

69061	(EN) Levenhuk Rainbow 2L Amethyst Microscope
69062	(EN) Levenhuk Rainbow 2L Azure Microscope
69063	(EN) Levenhuk Rainbow 2L Lime Microscope
69060	(EN) Levenhuk Rainbow 2L Moonstone Microscope

- 69064 (EN) Levenhuk Rainbow 2L Orange Microscope
- 69067 (EN) Levenhuk Rainbow 2L PLUS Amethyst Microscope
- 69068 (EN) Levenhuk Rainbow 2L PLUS Azure Microscope
- 69069 (EN) Levenhuk Rainbow 2L PLUS Lime Microscope
- 69066 (EN) Levenhuk Rainbow 2L PLUS Moonstone Microscope
- 69070 (EN) Levenhuk Rainbow 2L PLUS Orange Microscope
- 69072 (EN) Levenhuk Rainbow 50L Amethyst Microscope
- 69073 (EN) Levenhuk Rainbow 50L Azure Microscope
- 69074 (EN) Levenhuk Rainbow 50L Lime Microscope
- 69071 (EN) Levenhuk Rainbow 50L Moonstone Microscope
- 69075 (EN) Levenhuk Rainbow 50L Orange Microscope
- 69077 (EN) Levenhuk Rainbow 50L PLUS Amethyst Microscope
- 69078 (EN) Levenhuk Rainbow 50L PLUS Azure Microscope
- 69079 (EN) Levenhuk Rainbow 50L PLUS Lime Microscope
- 69076 (EN) Levenhuk Rainbow 50L PLUS Moonstone Microscope
- 69080 (EN) Levenhuk Rainbow 50L PLUS Orange Microscope
- 69065 (EN) Levenhuk Rainbow D2L Moonstone Microscope
- 69081 (EN) Levenhuk Rainbow D50L PLUS Moonstone Microscope

10 advantages of the new Levenhuk Rainbow series of colorful microscopes (2016) compared to the previous Levenhuk Rainbow NG series

	What is different?	Old Levenhuk Rainbow NG	New Levenhuk Rainbow (since 2016)	What are the advantages?
1	Levenhuk K50 Experiment Kit	only with 3L NG and 50L NG models	the kit now also includes a dropper; the kit is supplied with all microscope models	Users can start observing and conducting experiments right after getting the instrument.
2	Body	metal	2L and 50L — plastic 2L PLUS and 50L PLUS — metal	Plastic bodied microscopes cost less. The optics quality is the same, and the plastic body is quite reliable and much more lightweight than the metal one.
3	Upper illumination	50L NG – light pen	50L and 50L PLUS – reliable and convenient built-in upper illumination	The light pen has particular drawbacks – not always stable work, lighting quality leaves much to be desired, it can get lost, etc. With built-in illumination, those problems are eliminated.
4	Magnification	640x and 1280x	2L: 400x; 2L PLUS: 640x 50L: 800x; 50L PLUS: 1280x	The magnification range is now wider. It's easier to sell: the higher the price, the higher the magnification.
5	Eyepieces	2 eyepieces in the kit (10x and 16x)	2L and 50L — only 10x eyepiece 2L PLUS and 50L PLUS — only 16x eyepiece	There is no need to overpay for additional magnification that the buyer does not need.
6	Monocular head	rotatable	2L — fixed 2L PLUS, 50L, 50L PLUS — rotatable	Rotatable head makes using the microscope more comfortable. Fixed head adds to the microscope's reliability without affecting the basic microscope functions.
7	Case (plastic)	40L NG and 50L NG	50L and 50L PLUS	The advantages remain the same.
8	Digital models	in 2L NG (0.3Mpx) and 50L NG (2Mpx) series	in 2L (0.3Mpx) and 50L PLUS (2Mpx) series	The advantages remain the same.
9	Body color	6 colors: Amethyst, Lime, Azure, Orange, Rose, and Grey	5 colors: Moonstone, Amethyst, Lime, Azure, Orange	The new microscopes are brighter and have a more stylish hue. Pink microscope is no longer available.
10	Box	color gift box	color gift box with improved design	Modern design attracts more buyers.

Levenhuk Microscopes, laboratory series



Levenhuk laboratory microscopes can be recommended for use in universities and medical institutions. Multi-coated optics of these microscopes allow for studying small cells, such as blood cells for instance, under high magnification and with a high level of detail. The series include monocular, binocular and trinocular microscopes. All models are equipped with Abbe condensers, while such models as 850B and 870T also feature built-in dark-field condenser.

The series includes:

18273	<i>Levenhuk 320 Microscope</i>
27936	<i>Levenhuk 625 Microscope</i>
35324	<i>Levenhuk 670T Microscope</i>
24611	<i>Levenhuk 850B Microscope</i>
24613	<i>Levenhuk 870T Microscope</i>

The microscope's advantages:

- 1) Unsuppressed optics quality.
- 2) Sturdy and reliable bodies.
- 3) Wide range of visible objects.
- 4) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/microscopes/usage-lab/>

Levenhuk Digital Microscopes



Levenhuk Digital Microscopes are indispensable in delicate procedures, requiring high accuracy of results. With these digital microscopes, you can not only see the observed objects on a built-in or external monitor, but also take photos and record video. The results of your studies can be stored in the computer's memory and used for further processing. The Levenhuk digital microscope will help you carry out technological operations, laboratory tests, and just explore the micro world with unprecedented clarity and detail.

The product range includes:

24612 *Levenhuk D2L NG Microscope*
66798 *Levenhuk D50L NG Microscope*
66826 *Levenhuk D70L Microscope*
18347 *Levenhuk D320L Microscope*
as well as a series of compact Levenhuk DTX digital microscopes.

The microscope's advantages:

- 1) The image is transferred to the monitor very quickly, with no or minimum delay.
- 2) The whole set costs less than the microscope and camera separately.
- 3) Durable, reliable design.
- 4) Wide range of applications.
- 5) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/microscopes/type-digital/>

Levenhuk DTX Digital Microscopes

Levenhuk DTX digital microscopes are high-quality and easy and comfortable to use devices designed for observing opaque objects. When working with a Levenhuk DTX microscope, the image is captured by its built-in digital camera. The magnified image is then transmitted to a PC screen or built-in LCD display. All Levenhuk DTX microscopes are connected to PCs using a USB interface. Select models that feature built-in LCD displays can operate stand-alone.

The series includes:

- 61020 Levenhuk DTX 30
- 61021 Levenhuk DTX 50
- 61022 Levenhuk DTX 90
- 61024 Levenhuk DTX 500 LCD
- 61023 Levenhuk DTX 500 Mobi
- 67947 Levenhuk DTX 720 WiFi



Microscopes' advantages:

- Software included in the kit is available in different languages, including English, German, French, and Spanish as well as others.
- Wi-Fi connectable models (DTX 720) allow observing remotely
- Ability to measure linear sizes, areas, angles and radiuses of observed objects
- Built-in white LED illumination with smooth brightness adjustment
- Ability to take photos/video
- Quality coating of the body, which allows for holding the microscope with great comfort

How to promote microscopes to customers:

- Wide product range – magnifications from 230x to 500x, microscopes come with or without LCD displays
- High quality of optics and body
- Ease of use, no special skills are required, easy setup
- Great for field observations
- Excellent choice for students

Target audience:

- Those who are looking for a universal microscope
- School, college, university students
- Workrooms and those who work with small details

Levenhuk DTX 720 WiFi Microscope

Levenhuk DTX 720 WiFi Digital Microscope retains all the functions and features of other DTX microscope models but, in addition, can be connected to iOS and Android tablets and mobile phones via Wi-Fi. To work with this microscope, users need to install the Levenhuk DTX application, which can be easily downloaded from the iTunes App Store (for iOS) and Google Play Store (for Android).

Features:

- Wi-Fi connection allows for remote observations
- The microscope can be used with or without a tripod
- Compatible with iOS- and Android-based mobile devices
- The instrument is powered by a Li-ion rechargeable battery (90 minutes of continuous use)

More information: <https://www.levenhuk.com/catalogue/microscopes/series-dtx/>

Levenhuk Stereo Microscopes



Levenhuk Stereo Microscopes are designed for viewing fully opaque or semi-transparent objects, such as, for example, large crystal stones. All measuring operations related to the microcosm are conducted with stereo microscopes. That is explained by their ability to produce three-dimensional (3D) images of observed objects. The advantage of such microscopes is that you can observe in both natural and artificial light. The main features are: high contrast, clarity, and vividness across the entire field of view; multi-coated optics; and fine adjustment for each observer. Application: entomology, mineralogy, micro-electronics, the jewelry industry and many others.

The series includes:

- 35322 *Levenhuk 2ST Microscope*
- 35323 *Levenhuk 3ST Microscope*
- 35321 *Levenhuk 5ST Microscope*

The microscope's advantages:

- 1) Unsurpassed optics quality.
- 2) Durable, reliable design.
- 3) Wide range of applications.
- 4) Lifetime warranty.

More information: <https://www.levenhuk.com/catalogue/microscopes/series-st/>

3. Levenhuk Binoculars Promotion

Levenhuk Atom Binoculars



Levenhuk Atom series includes ten general-purpose binoculars for everyday use designed for urban and countryside observations. The optical elements are made of high-quality, fully coated borosilicate glass BK-7. The reliable rubberized shell securely protects the optics from moisture during observations, while a soft pouch included in the kit protects the binoculars during storage and transportation.

The series includes:

67684	<i>Levenhuk Atom 10-30x50 Binoculars</i>
67676	<i>Levenhuk Atom 10x25 Binoculars</i>
67682	<i>Levenhuk Atom 10x50 Binoculars</i>
67677	<i>Levenhuk Atom 12x25 Binoculars</i>
67678	<i>Levenhuk Atom 16x32 Binoculars</i>
67683	<i>Levenhuk Atom 20x50 Binoculars</i>
67679	<i>Levenhuk Atom 7x35 Binoculars</i>
67681	<i>Levenhuk Atom 7x50 Binoculars</i>
67675	<i>Levenhuk Atom 8x21 Binoculars</i>
67680	<i>Levenhuk Atom 8x40 Binoculars</i>

The binoculars' advantages:

- The embossed surface of the binoculars' body assures a secure and comfortable grip.
- The binoculars' body is made of lightweight material, so they won't weigh you down in your travels.
- The series includes both roof and Porro prism binoculars so customers could pick the best option.
- Fully coated optics provide excellent image quality.

This new series replaces the old Levenhuk Bino binoculars series.

How to promote the binoculars to customers:

- The most affordable all-purpose binoculars
- Good quality of optics and body
- Perfect choice for entry-level observations
- Excellent choice for children

Target audience:

- People looking for an inexpensive gift
- Children
- Travelers
- People looking for a simple pair of binoculars for amateur observations

More information: <https://www.levenhuk.com/catalogue/binoculars/series-atom/>

Levenhuk Rainbow Binoculars



Levenhuk Rainbow are stylish, smooth binoculars with a stunning appearance. Ergonomic and quality built bodies of these models have a nice weight and lie comfortably in observers' hands. Roof prisms allow for compact dimensions and high optics quality at the same time. The multilayer coating of the optics ensures clear images with proper color rendition. Twist-up eyecups, central focusing, diopter adjustment and adjustable interpupillary distance allow for tuning the binoculars according to each user's individual preferences. The binoculars can be used in any weather as their bodies are hermetically sealed and filled with nitrogen.

Levenhuk Rainbow Binoculars – available in 6 colors:

67693	<i>Levenhuk Rainbow 8x25 Red Berry Binoculars</i>
67692	<i>Levenhuk Rainbow 8x25 Orange Binoculars</i>
67691	<i>Levenhuk Rainbow 8x25 Lime Binoculars</i>
67690	<i>Levenhuk Rainbow 8x25 Blue Wave Binoculars</i>
67694	<i>Levenhuk Rainbow 8x25 Amethyst Binoculars</i>
68643	<i>Levenhuk Rainbow 8x25 Black Tie Binoculars</i>

The binoculars' advantages:

- 6 vivid body colors to choose from, so customers can pick any color to their taste.
- Roof prism design makes the binoculars compact – you can take them with you wherever you go.
- Multi-coated optics create bright and sharp views.
- The waterproof shell allows using the binoculars in any weather conditions.
- Due to the nitrogen filling of the shell, the binoculars are always ready for observations.

How to promote the binoculars to customers:

- Exclusive series! Binoculars are suitable for any purpose: hiking, theatre, opera, and urban observations; they also make a wonderful stylish gift. Amazing colors, pleasantly heavy body that feels like silk to the touch.
- Superb optics quality!
- Compact size; special coating of the surface ensures comfortable use and is pleasant to the touch.
- This model can be used as powerful opera glasses.
- Waterproof nitrogen-filled shell.

Target audience:

- Art and nature lovers
- Theatre and opera goers
- Parents looking for a quality pair of binoculars for their kids
- People looking for interesting, original gift ideas

More information: <https://www.levenhuk.com/catalogue/binoculars/series-rainbow/>

Levenhuk Karma and Levenhuk Sherman Binoculars

Consider new Karma and Sherman binoculars series. These series replace Bino PLUS, Bino Ultra, Energy and Energy PLUS binoculars, which are no longer supplied.

Levenhuk Karma – new series of quality roof prism binoculars designed for urban and field observations. Compact shells, wide field of view. Levenhuk Sherman – classic Porro prism field binoculars. Waterproof shells, superb optics; wide field of view.



1. Levenhuk Karma family includes three product series and features the following advantages:

Karma

- Compact roof prisms
- Fully multi-coated optics

Karma PLUS

- Compact roof prisms
- Multi-coated optics
- Improved three-element eyepieces
- Waterproof shell

Karma PRO (previously known as Energy PLUS binoculars): exceptionally good sellers; proven reliable, high quality.

- Compact roof prisms
- Fully multi-coated optics
- Improved multi-coated four-element eyepieces
- Wide field of view
- Waterproof shell

2. Similarly, Levenhuk Sherman family includes three product series:

Sherman

- Porro prisms
- Multi-coated optics
- Waterproof shell

Sherman PLUS

- Porro prisms
- Fully multi-coated optics
- Improved four-element eyepieces
- Wide field of view
- Waterproof shell

Sherman PRO

- Porro prisms
- Fully multi-coated optics
- Improved multi-coated five-element eyepieces
- Distortion-free images
- Wide field of view
- Waterproof shell

How to promote these binoculars models to customers:

We assume that customers make a choice according to the following scenario:

a) Customers make an initial choice based on aesthetic preferences – whether they want Karma or Sherman – these binoculars have a different shape and different character.

Here’s how you can picture the image and the character of these models:

- Sherman is like a tank, while Karma is a sniper rifle
- Sherman is like a flail, while Karma is a switchblade
- Sherman is for brutal unshaven men, while Karma is for James Bond
- Sherman is like a bear, while Karma is a jaguar
- Sherman is for an artillery gunner, Karma is for a general who is observing the territory standing on a hill :)

b) Then customers check their budget and choose the series accordingly.

c) After that, customers choose the exact model in the series they want to purchase.

THE MOST IMPORTANT TASK – explain to the customers the differences between these binoculars, and most importantly mention at the right moment that they can add only about \$20 and get a model from a way much cooler (more advanced) series.

It’s important to note that product lines are selected and the prices are set so that the price difference is relatively small. It’s easier for a customer to spend an extra \$10-\$20 in order to get fancier binoculars. This is the key moment.

Switching a customer from one series to another:

a) Karma PLUS are the same as Karma, but have waterproof shells and eyepieces made of three elements, which provides for better image quality.

b) Karma PRO are the same as Karma PLUS, but feature four-element eyepieces and fully multi-coated optics.

c) Sherman PLUS are the same as Sherman, but feature four-element eyepieces and full multilayer coating.

d) Sherman PRO are the same as Sherman PLUS, but feature multi-coated five-element eyepieces.

The full list of new models:

- 67717 *Levenhuk Karma 10x32 Binoculars*
- 67718 *Levenhuk Karma 10x42 Binoculars*
- 67715 *Levenhuk Karma 6,5x32 Binoculars*
- 67716 *Levenhuk Karma 8x32 Binoculars*
- 67719 *Levenhuk Karma 8x42 Binoculars*

- 67706 *Levenhuk Karma PLUS 10x25 Binoculars*
- 67709 *Levenhuk Karma PLUS 10x32 Binoculars*
- 67712 *Levenhuk Karma PLUS 10x42 Binoculars*
- 67710 *Levenhuk Karma PLUS 12x32 Binoculars*
- 67713 *Levenhuk Karma PLUS 12x42 Binoculars*
- 67708 *Levenhuk Karma PLUS 8x25 Binoculars*
- 67707 *Levenhuk Karma PLUS 8x32 Binoculars*
- 67711 *Levenhuk Karma PLUS 8x42 Binoculars*

- 67696 *Levenhuk Karma PRO 10x25 Binoculars*
- 67697 *Levenhuk Karma PRO 10x32 Binoculars*
- 67698 *Levenhuk Karma PRO 10x42 Binoculars*
- 67699 *Levenhuk Karma PRO 10x50 Binoculars*
- 67700 *Levenhuk Karma PRO 12x50 Binoculars*
- 67701 *Levenhuk Karma PRO 16x42 Binoculars*
- 67702 *Levenhuk Karma PRO 8x25 Binoculars*

- 67703 *Levenhuk Karma PRO 8x32 Binoculars*
- 67704 *Levenhuk Karma PRO 8x42 Binoculars*

- 67735 *Levenhuk Sherman 10x50 Binoculars*
- 67736 *Levenhuk Sherman 16x50 Binoculars*
- 67734 *Levenhuk Sherman 7x50 Binoculars*
- 67747 *Levenhuk Sherman 8x40 Binoculars*

- 67731 *Levenhuk Sherman PLUS 10x50 Binoculars*
- 67732 *Levenhuk Sherman PLUS 12x50 Binoculars*
- 67730 *Levenhuk Sherman PLUS 6,5x32 Binoculars*
- 67733 *Levenhuk Sherman PLUS 7x50 Binoculars*
- 67729 *Levenhuk Sherman PLUS 8x42 Binoculars*

- 67726 *Levenhuk Sherman PRO 10x42 Binoculars*
- 67727 *Levenhuk Sherman PRO 10x50 Binoculars*
- 67728 *Levenhuk Sherman PRO 12x50 Binoculars*
- 67723 *Levenhuk Sherman PRO 6,5x32 Binoculars*
- 67724 *Levenhuk Sherman PRO 8x32 Binoculars*
- 67725 *Levenhuk Sherman PRO 8x42 Binoculars*

More details on Levenhuk Karma and Sherman binoculars are available in the product guide: <https://www.levenhuk.com/binoculars-guide/>

Levenhuk Vegas Binoculars

Levenhuk Vegas binoculars are destined for popularity. This series encompass compact models, universal binoculars and big binoculars with lenses over 50 mm in diameter. To top it off, Levenhuk Vegas do not take much space due to their roof-prism design. Levenhuk Vegas may be used in any weather conditions and would suit those who are into extreme sports, since the optics are proofed from fogging, the shell is completely water resistant, sturdy and can withstand any impact. All in all, with diopter adjustment, easy-to-use central focusing, glass lenses and multilayered coating these models are everything one can wish for in binoculars.



Our top series at the moment. Excellent optics, nitrogen-filled body, protection against moisture – these are the main features to point out when selling these binoculars models. Can be compared to Minox and Nikon binoculars – same quality and features but cheaper.

The series includes:

- 49143 *Levenhuk Vegas 8x25 Binoculars*
- 29208 *Levenhuk Vegas 8x32 Binoculars*
- 29205 *Levenhuk Vegas 8x42 Binoculars*
- 29209 *Levenhuk Vegas 10x25 Binoculars*
- 49142 *Levenhuk Vegas 10x32 Binoculars*
- 29206 *Levenhuk Vegas 10x42 Binoculars*
- 29207 *Levenhuk Vegas 10x52 Binoculars*
- 49141 *Levenhuk Vegas 15x56 Binoculars*

Levenhuk Monaco Binoculars

Levenhuk Monaco is a series of binoculars based on the latest technology and made of high-quality materials. All Monaco binoculars are equipped with high-quality prisms made of BaK-4 glass with dielectric coating and fully multi-coated lenses with high light transmission. These features truly set this series apart and guarantee that produced images are always extremely sharp and full of contrast. Monaco binoculars also have sturdy waterproof shells and all necessary features for comfortable and enjoyable observation. The nitrogen filling protects the optical elements from fogging.



The series includes:

- 49138 *Levenhuk Monaco 8x42 Binoculars*
- 49140 *Levenhuk Monaco 10x25 Binoculars*
- 49139 *Levenhuk Monaco 10x32 Binoculars*
- 49137 *Levenhuk Monaco 10x42 Binoculars*
- 49136 *Levenhuk Monaco 10x52 Binoculars*
- 49134 *Levenhuk Monaco 15x56 Binoculars*

Levenhuk Broadway Opera Glasses

Levenhuk Broadway Opera Glasses combine classic styling traits with modern technology. High-quality fully multi-coated optics made of BaK-4 glass create a bright, vivid image in natural colors. All models feature a wide field of view. The product range is extensive: from conventional lorgnettes to opera glasses with an LED backlight and chain. Levenhuk opera binoculars are so compact that you can put them in the smallest purse. Levenhuk opera glasses are a real godsend for any theatergoer and a perfect gift!



The series includes:

- Levenhuk Broadway 325N Opera Glasses (lorgnette with LED light)
Available colors: white, gold, red, silver, black
- Levenhuk Broadway 325F Opera Glasses (with backlight and chain)
Available colors: white, gold, red, silver, black

More information: <https://www.levenhuk.com/catalogue/binoculars/series-broadway/>

4. Levenhuk Scopes Promotion

High-quality and reliable Levenhuk spotting scopes are the perfect choice for observing significantly distant objects. These spotting scopes, with relatively small objective lenses and low weight, are great for hiking and traveling. Spotting scopes with powerful large aperture objectives can be successfully used for hunting and professional use. All scopes are equipped with high-quality fully coated optics, which provide clear and bright images. Levenhuk spotting scopes are waterproof and allow you to observe under any weather conditions.

The range of Levenhuk spotting scopes includes 3 models of Levenhuk Blaze series and 5 models of Levenhuk Blaze PLUS series:



50915 Levenhuk Blaze 50 Spotting scope
 50918 Levenhuk Blaze 60 Spotting scope
 50914 Levenhuk Blaze 90 Spotting scope



67742 Levenhuk Blaze 50 PLUS Spotting scope
 67743 Levenhuk Blaze 60 PLUS Spotting scope
 67746 Levenhuk Blaze 70 PLUS Spotting scope
 67744 Levenhuk Blaze 90 PLUS Spotting scope
 67745 Levenhuk Blaze 100 PLUS Spotting scope

The advantages of Levenhuk Blaze spotting scopes:

- Waterproof shell
- Polycarbonate shell
- High-quality fully multi-coated optics
- Soft rubber eyecup
- Tripod included
- Case for storage and transportation

The extra advantages of Levenhuk Blaze PLUS:

- Removable metal eyepiece
- Nitrogen filling
- Shockproof polycarbonate shell
- Prisms and lenses are made of high-quality BK-7 glass
- Levenhuk Blaze PLUS spotting scopes are professional-level instruments that contain all the advantages of the "junior" line Levenhuk Blaze. They feature improved optics and body design. The optics are made of quality BK-7 glass which allows for more contrast and vivid views with no aberrations.

How to promote the spotting scope to customers:

- High-quality optics ensure sharp and contrast views,

- Waterproof, nitrogen-filled shell protects the instrument from bad weather and high humidity.
- Ideal for stationary observations – the tripod is included in the kit

Target audience:

- Tourists
- Fishers
- Hunters

More information: <https://www.levenhuk.com/catalogue/spotting-scopes/>

5. Levenhuk Monoculars Promotion

Owning a monocular is a great alternative to carrying a pair of binoculars. Monoculars are reliable, convenient, compact optical devices with high-quality optics. Their compact size and light weight make these devices ideal for long walks and travel.

Levenhuk Wise Monoculars



Levenhuk Wise Monoculars are compact, modern monoculars which special features are: compact size and light weight, high-quality optics made of multi-coated BK-7 glass, rubberized shell and twist-up rubber eyecup. Models with variable magnification also available in the series.

The series includes:

- 49147 *Levenhuk Wise 8x25 Monocular*
- 49148 *Levenhuk Wise 8–17x25 Monocular*
- 49149 *Levenhuk Wise 10–30x25 Monocular*

More information: <https://www.levenhuk.com/catalogue/monoculars/series-wise/>

Levenhuk Wise PLUS Monoculars

Levenhuk Wise PLUS is a series of advanced monoculars for those who enjoy quality observations and compact dimensions. Shells of these models are waterproof and filled with nitrogen, which allows taking them anywhere as they are always ready for observations.



The series includes:

- 67738 *Levenhuk Wise PLUS 8x32 Monocular*
- 67739 *Levenhuk Wise PLUS 8x42 Monocular*
- 67740 *Levenhuk Wise PLUS 10x42 Monocular*

The monocular's advantages:

- Waterproof shell
- Fully multi-coated optics
- Shockproof shell
- Removable eyecups made of soft rubber
- Nitrogen filling of the shell
- Can be mounted on a tripod
- Convenient strap

How to promote the monocular to customers:

- High-quality optics made of BaK-4 glass ensure sharp and contrast images.
- Compact size; special coating of the surface ensures comfortable use and is pleasant to the touch.
- Waterproof, nitrogen filled body protects the monocular from bad weather and high humidity.
- Due to the tripod adaptability, the monocular is suitable for stationary observations.

Target audience:

- Tourists
- Fishermen
- Hunters
- People who need a compact optical instrument always at hand for everyday needs

More information: <https://www.levenhuk.com/catalogue/monoculars/series-wise-plus/>

6. Levenhuk Digital Cameras Promotion

Levenhuk digital cameras are distinguished by their reliability and long service life thanks to their durable metal body. The cameras produce sharp, non-flickering images and transfer them to the monitor quickly, with no delay. The kit of each model includes a CD with special image processing software. The software is very easy to operate and is compatible with modern operating systems. The wide selection of models allows all users, whether beginners or professionals, to choose a perfect model for their individual needs.

Features:

- Video capture: available
- Mac OS, Linux 2.6, Windows XP/Vista/7/8 (32-bit and 64-bit), CPU up to 2.8 GHz Intel Core 2 or higher; USB port 2.0

Levenhuk C NG Microscope Digital Cameras

The Levenhuk C NG series includes digital cameras with sensor resolutions of 0.3Mpx to 14Mpx. All models produce clear, sharp images because of their quality highly transparent optics and sensitive electronics. Levenhuk digital cameras are compatible with Microsoft Windows as well as Linux and Mac OS.



The Levenhuk C NG kit includes:

- Levenhuk microscope digital camera
- 2 adapters of different barrel diameters (23,2–30mm and 23,2–30,5mm)
- USB cable for connecting and powering the camera
- Installation CD with Levenhuk ToupView image editing software and the required drivers
- User manual and lifetime warranty

The series includes:

• Levenhuk C35 NG 350K, USB 2.0	0.3M, Max resolution: 640x480	The camera has relatively low resolution; it is suitable for large objects and cells. Designed for beginning users (school program).
• Levenhuk C130 NG, 1,3M, USB 2.0	1.3M, Max resolution: 1280x1024	The camera is designed for novice users (school program); suitable for capturing opaque objects (knife edge).
• Levenhuk C310 NG, 3M, USB 2.0	3M, Max resolution: 2048x1536	The camera can be used in schools, as well as in universities (for preparing essays, diplomas). Can be used in medical institutions.
• Levenhuk C510 NG, 5M, USB 2.0	5M, Max resolution: 2592x1994	The camera is designed for experienced users (laboratory analysis, quality control).
• Levenhuk C800 NG, 8M pixels, USB 2.0	8M, Max resolution: 3264x2448	The camera is ideal for use in laboratories, institutions of higher education. The high-resolution camera captures small cells, such as, for example, blood cells.
• Levenhuk C1400 NG 14M pixels, USB 2.0	14M, Max resolution: 4096x3288	The camera is designed for experienced users (laboratory analysis, quality control). Very high resolution allows you to print large poster-format pictures, as well as observe tiny cells on the monitor.

Compatibility of Levenhuk microscopes with Levenhuk C NG digital cameras

Levenhuk C NG digital cameras are compatible with microscopes of 23.2mm eyepiece tube diameter. Cameras can also be mounted on 30mm and 30.5mm eyepiece tubes using adapters included in the kit.

Microscope series	Compatible with Levenhuk C NG camera	Camera adapter required	Eyepiece tube diameter, mm	Comments
Levenhuk 2L, 2L PLUS	yes	no	23.2	
Levenhuk 3L NG	yes	no	23.2	
Levenhuk 40L NG	yes	no	23.2	
Levenhuk 50L, 50L PLUS	yes	no	23.2	
Levenhuk 320 (320, D320L)	yes	no	23.2	
Levenhuk 600 (625, 670T, D670T)	yes	no	23.2	trinocular models allow you to install a camera instead of an eyepiece in the third tube of the trinocular head as well (the tube is equipped with a proper adapter)
Levenhuk 800 (850B, 870T, D870T)	yes	no	23.2	trinocular models allow you to install a camera instead of an eyepiece in the third tube of the trinocular head as well (the tube is equipped with a proper adapter)
Levenhuk D70L	yes	no	23.2	
Levenhuk DTX	no	built-in digital camera; installation of external camera is not applicable		
Levenhuk S NG	yes	no	23.2	
Levenhuk ST	yes	yes, 23.2–30.5mm (preferred), 23,2–30mm	30.5	2ST, 3ST: first, unscrew the eyepiece with a Phillips screwdriver; 5ST: simply remove the eyepiece

More information: <https://www.levenhuk.com/catalogue/digital-cameras/for-microscopes/>

Levenhuk T NG Telescope Digital Cameras

Levenhuk T NG Series telescope cameras are designed for use with telescopes of all brands and any optical design. They are installed into the focuser, in place of an eyepiece, and can be connected to your PC or laptop. When equipped with a digital camera, telescope becomes a great instrument for astrophotography. You can take stunning pictures, create video clips and even observe a faraway galaxy on your PC screen in real-time. The pictures and videos can be saved to your computer for future editing or storage. Levenhuk ToupView image editing software comes in the kit. System requirements: Mac OS, Linux 2.6, Windows XP/Vista/7/8 (32-bit and 64-bit), CPU up to 2.8 GHz Intel Core 2 or higher; USB port 2.0



The series includes:

- Levenhuk T130 NG 1.3M,
Max resolution:
1280x1024 Ideal for beginners; best suited for capturing panoramic views of the Moon, Saturn and Jupiter.
- Levenhuk T310 NG 3.0M,
Max resolution:
2048x1536 Can be used by both beginners and advanced users; best suited for capturing the Moon, Saturn with its rings, Jupiter and its satellites, as well as nearby nebulae; e.g., Orion nebula.
- Levenhuk T510 NG 5.0M,
Max resolution:
2592x1994 Ideal for advanced users; its resolution allows capturing both the Solar system planets and deep sky objects.

More information: <https://www.levenhuk.com/catalogue/digital-cameras/for-telescopes/>

7. Levenhuk Magnifiers Promotion

Levenhuk has a wide range of modern and practical magnifiers for daily use. Their lenses are made of high-quality materials, and yield sharp views of observed objects and texts; and the design of some of these magnifiers is truly unique.

The magnifier's advantages:

- All Levenhuk hand magnifiers have build-in LED lights so you will be able to use them even in dimly lit areas. The lights evenly illuminate the work surface and do not cause eye fatigue during long work as opposed to working with simple glass magnifiers.
- The magnifiers have well-thought-out ergonomic design and are made of high-quality materials.
- Each magnifier comes with all necessary accessories such as batteries (for models with LED illumination), a cleaning wipe (except for the desktop model and the Fresnel lens), a storage case or a pouch, and a user manual in the kit.
- Lifetime warranty.

Levenhuk Zeno 50 LED Magnifier, 2.2/4.4x, 88/21mm

Levenhuk Zeno 50 LED Magnifier is a practical magnifier with two lenses. The main lens has 2.2x magnification, while the inset lens - located by the handle - has 4.4x. The LED illumination evenly lights the observed object and does not put any additional strain on your eyes. The magnifier is powered by two AAA batteries (supplied in the kit). The 88-mm (3.5-in) main lens provides for a wider field of view when reading. The lightweight and elegant design of the magnifier is set to impress with its rimless lens and silver-colored handle, which provides for a firm and comfortable grip.



Levenhuk Zeno 60 LED Magnifier, 2.5/5x, 88/21mm

Levenhuk Zeno 60 LED Magnifier is a well-designed rimless magnifier. It has two lenses: the main lens 2.5x and the inset lens 5x. This comes in handy when you are reading texts with different fonts; or studying objects with minuscule details. The built-in LED illumination is powered by two AAA batteries (supplied with the magnifier) and allows you to use this lens even in the dark. The magnifier handle is rubber-coated for a comfortable and firm grip. The lens itself is made of high-quality optical plastic that yields sharp and bright images, comparable to a glass lens.



Levenhuk Zeno 90 Fresnel Lens, 2.5x, 48/45mm

Levenhuk Zeno 90 Fresnel Lens is a lightweight and compact lens perfect for small-font texts and intricate images. Its 2.5x magnification allows people with some level of myopia to read books and newspapers. The Fresnel design of the lens provides for reduced weight and wide field of view. The built-in LED illumination is powered by two CR2016 batteries included in the kit. The lens itself is made of high-quality optical plastic. The metal frame provides for additional durability.



Levenhuk Zeno 100 LED Magnifier, 2.5/5x, 78/19mm

Levenhuk Zeno 100 Magnifier is a stylish and practical tool with two lenses: the main lens yields magnification of 2.5x, while the smaller inset lens has a powerful 5x magnification which allows you to see even the smallest details of the observed object. The lightweight and elegant design of the magnifier is set to impress with its rimless lens and chrome-coated handle, which provides for a firm and comfortable grip. No LED illumination in this model.



Levenhuk Zeno 400 LED Magnifier, 2/4x, 88/21mm

Levenhuk Zeno 400 LED Magnifier is a modern magnifier with two lenses and built-in illumination. The main lens yields a 2x magnification. The 4x inset lens is located to the side of the main lens. The main rimless lens is 88 mm (3.5 in) in diameter and allows you to study rather large objects or prints. Two built-in LED lights powered by two AA batteries provide even illumination of the observed object. The silver-colored metal handle provides for a firm and comfortable grip.



Levenhuk Zeno 500 LED Magnifier, 2.5x, 56mm

Levenhuk Zeno 500 LED Magnifier is a compact and practical magnifier which has 2.5x magnification and will come in handy for many things, be it reading a newspaper or studying elaborate engravings, observing insects or doing needlework. Eight LED lights on the magnifier frame provide even illumination of the observed object. The lightweight handle and frame of this magnifier are made of metal.



Levenhuk Zeno 600 LED Magnifier, 2.5x, 90mm

Levenhuk Zeno 600 LED Magnifier is a stylish magnifier with two lenses and built-in illumination. Its wide diameter allows you to study relatively large objects in detail, while its 2.5x magnification will make even the smallest details clear. The 5x inset lens will help you to see even more details on engravings and texts. The built-in illumination is composed of twelve LED lights on the lens frame, with variable brightness. Just click the power button once or twice to turn six or twelve lights on, respectively. The lightweight handle and frame of this magnifier are made of metal. The power button is made of rubber, smooth to the touch.



Levenhuk Zeno 700 LED Magnifier, 10x, 30mm

Levenhuk Zeno 700 LED Magnifier is a practical and reliable tool for those who often work with texts and images. Its design and powerful 10x magnification allow you to see even the smallest details of objects. The built-in LED illumination is composed of three LED lights, which are very efficient and require only two AA batteries (included in the kit). The lightweight handle and frame of this magnifier are made of metal.



Levenhuk Zeno 900 LED Magnifier, 5x, 75 mm - NEW

Levenhuk Zeno 900 LED is a compact portable magnifier designed without a handle. It is very comfortable to use. You don't even have to hold it – just place the magnifier on top of the observed image or a page and move it when required. Its large lens diameter of 75 mm and strong magnification of 5x allow you to comfortably work with fine fonts, observe minuscule details in pictures and images, or check a banknote for authenticity. The edge of the lens is securely protected with a metal rim.



Levenhuk Zeno 900 LED Magnifier is equipped with three energy-efficient built-in LED lights. To turn the illumination on or off, simply press the magnifier's rim. The lights are arranged in a circle at an equal distance from one another, which ensures even illumination of observed area. Smart illumination features automatic control – it turns off in 10 minutes.

Levenhuk Zeno 1000 LED Magnifier, 2.5/5x, 88/21mm

Levenhuk Zeno 1000 LED Magnifier is a unique desktop magnifier that may be used for studying texts and small objects. A special bracket allows you to mount it on a table, while its flexible arm allows you to rotate the magnifier to the desired position. The 2.5x main lens with its wide 88-mm (3.5-in) diameter allows you to observe relatively large objects without moving the magnifier. A smaller inset lens is located closer to the magnifier arm. It yields magnification of 5x. The magnifier has a LED illumination. The lens is made of high-quality optical plastic. The rimless construction looks very stylish, and provides for a wider field of view and lighter weight of the magnifier.



More information: <https://www.levenhuk.com/catalogue/magnifiers/>

8. Levenhuk Accessories

Levenhuk offers a wide range of accessories to help your customers keep their optical instruments in top shape:

- Telescope and Microscope Eyepieces can be used with most telescopes of different manufacturers;
- Barlow Lenses increase the eyepiece magnification, and can be used for general observation purposes as well as for photography;
- Telescope and Microscope Digital Cameras are PC-compatible and allow observing objects in real time on the PC screen, capturing photos or creating video clips;
- Solar and Lunar/Planetary Filters allow for a more detailed, sharper picture due to increased contrast on a specific range of wavelengths, while Sun observations are not possible without a specific solar filter;
- Star Charts and Space Posters help amateur astronomers become oriented in the night sky;
- Microscope Experiment Kits and Slide Sets contain already prepared specimens for observations under the microscope as well as blank glasses and useful tools;
- Optics Cleaning Accessories such as cleaning sprays and cloths help to keep optics clean and dust free;
- Telescope Cases are perfect for storing or transporting telescopes of any make and size. They are made of sturdy, waterproof material and safeguard the equipment from impacts, vibrations and dust;
- and other accessories for astronomical and microworld researches.

All Levenhuk accessories are high-quality products providing the best performance.

More information: <https://www.levenhuk.com/catalogue/accessories/>

BRAND NEW - Levenhuk A10 Smartphone Adapter



Levenhuk A10 allows using any smartphone as a digital camera with a telescope, microscope or any other optical device.

Offer this amazing accessory to all your customers who buy a microscope or a telescope!

The Levenhuk A10 Smartphone Adapter is a very useful accessory for everyone interested in astrophotography, or shooting wildlife or the microcosm. The adapter allows installing any smartphone model on a telescope, a microscope, binoculars, or a spotting scope, and is compatible with any smartphone model.

The assembly process is very easy. The customer needs to safely secure Levenhuk A10 over the optical device eyepiece, and then attach a smartphone to the adapter; next, turn on the smartphone camera, center it, and adjust the optical device focus to get clear and sharp views of observed objects.

More information: <https://www.levenhuk.com/catalogue/accessories/levenhuk-a10-smartphone-adapter/>

Please do not hesitate to contact our Sales Department at sales@levenhuk.com should you have any questions.

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