

MVO™ 1-8X28 FFP M1, MRAD:

TOP-TIER QUALITY WITHOUT THE INFLATED PRICE



WHERE PERFORMANCE CONVERGES

The MVO™ line was designed to give **professional users and serious shooters** access to true, duty-grade LPVO performance **without paying for diminishing returns**. When performance is normalized across real-world use, price is where the gap opens, not capability.

Performance Attribute	Budget	MVO 1-8x	Ultra-Premium
Glass Quality	Mixed	German	German / Japanese
Focal Plane	Mixed	FFP	FFP
Illumination	Mixed	Red / Green	Red / None
Light Transmission	88–90%	92%	92%
Tube Diameter	30mm	34mm	30–34mm
Precision	Variable	.1 MRAD	.1 MRAD
Real-World Capability	Limited	Full	Full
Typical Price	\$1,100–\$1,300	\$1549	\$2,800–\$3,900

Bottom line: Once you reach MVO™ performance, additional spending produces marginal, not meaningful, gains.

WE BEAT PREMIUM BRANDS AT THEIR OWN CLAIMS

“Premium Glass”

MVO™ uses German glass, the same optical class found in ultra-premium LPVOs.

“Superior Light Transmission”

MVO™ delivers 92% light transmission, matching the top tier dollar for dollar.

“Professional-Grade Precision”

FFP reticle, MRAD adjustments, 34mm tube, and locking turrets, the same tools professionals rely on.

“Worth the Price”

Performance converges. Price does not. The premium tier charges exponentially more for incremental gains that do not change real-world results.



WHY CHOOSE MVO™

For Shooters

Professional performance with rational pricing. No compromises without overpaying.

For Retailers

An easier close at \$1,500 than \$3,000. Faster turns, fewer objections, fewer returns.

For Agencies & Professional Users

Duty-grade capability that respects budgets without sacrificing performance or reliability.