



**LUCIO**

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# WELCOME & THANK YOU FOR YOUR INTEREST IN LUCID

LUCID was Founded in 2009 with a single goal in mind, to design and bring to market budget conscious, quality shooting gear. We believe that offering our customers the right mix of quality and innovative features, with a profound level of customer care is simply the right thing to do.

Keeping up with today's economic forces is tough enough without having to spend more than is necessary to get solid quality gear. In a world gone crazy with high prices we are proud to be an exception.

For us, it's very simple, we are shooters too. With this fact comes a unique perspective on product features proper function and design. Each LUCID item is designed to exceed expectations. We create our products through a practical hands on approach, not in a board room or in a high-rise building, but on the range in the hands of capable shooters including law enforcement and military personnel as well as competition shooters. As a result LUCID is able to offer a refreshing, functional perspective into the critical details of each product.

We proudly live and work in the middle of Wyoming where we are able to enjoy our passion in the shooting sports and new product development. Give LUCID a look, we are confident that you will not be disappointed.

LUCID Founder,  
testing the new  
variable magnifier  
on his 458 SOCOM



# HD7

## RED DOT SIGHT

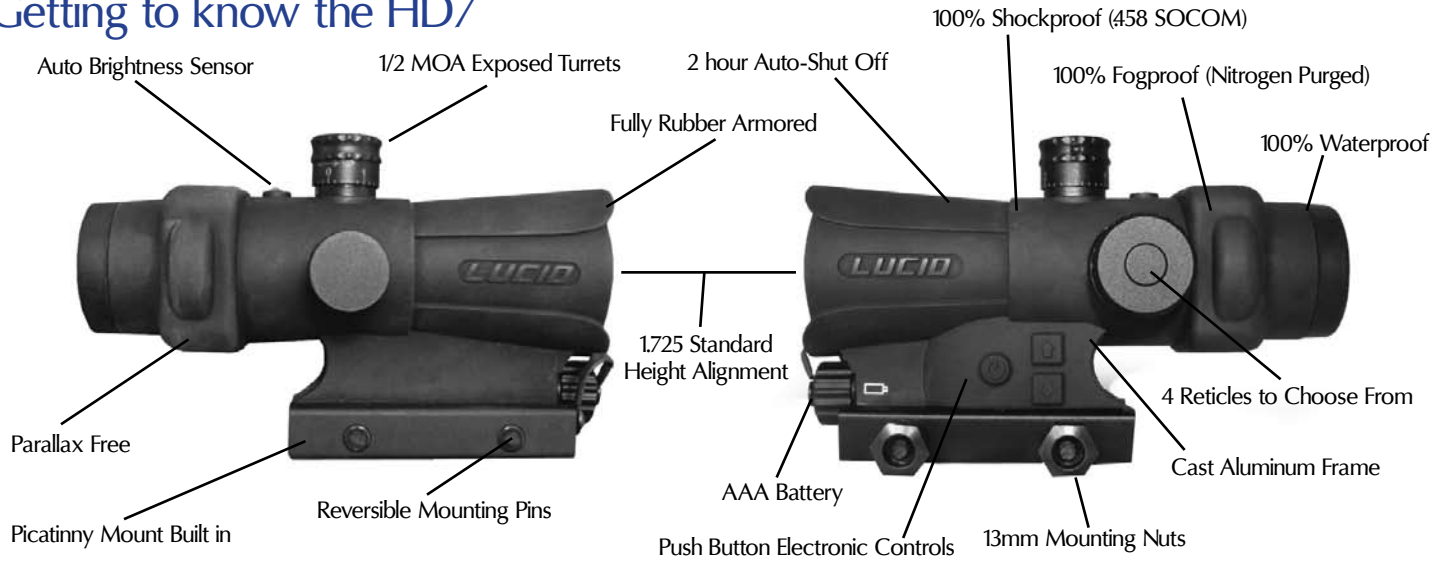
## Keep Your Options Open.

Why Compromise? With the HD7 you don't have to. At LUCID we recognize that no two shooting situations are the same. Your red dot 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 shooter features and benefits that exceed the market standards at a price that is friendly to the wallet.

Since its introduction, the HD7 has been very well received by many recreational, competition shooters as well as many law enforcement and military personnel. The HD7 is a solid alternative to other much higher priced optics on the market today. Give the HD7 a serious look and we think you will agree.



## Getting to know the HD7



## What makes the HD7 unique.

- Auto Brightness Sensor - So the operator does not have to take a hand off the weapon to manipulate the reticle brightness when going from a bright environment to a darker one.
- Reversible Mounting Pins - We made the mounting pins reversible so the Bull Pup weapons can employ the HD7 without cracking the knuckles of the operator when the bolt carrier needs charged manually.
- AAA Battery - We went to a common power source for the simple economics and availability of the power source. In doing this the HD7 operate over 1000 hours on a single AAA. This joined with the 2 hour auto shut off function can greatly extend the life of the battery.
- 4 Reticles to Choose From - Each shooter and shooting situation is different. We did not see the sense in forcing a dot on someone who wanted a cross hair reticle.
- 100% Waterproof, Shockproof & Fogproof - Because you never know what environmental conditions you will be in when you need to rely on your weapon system.

MSRP: \$249

### HD7 SPECIFICATIONS:

- |                                |                                   |                                    |
|--------------------------------|-----------------------------------|------------------------------------|
| • Cast Aluminum Frame          | • Chemical Rubber Armor           | • Picatinny Rail Mount Built-In    |
| • 13mm Mounting Nuts           | • Reversible Mounting Pins        | • Weight: 13oz                     |
| • 100% Waterproof              | • 100% Fogproof (Nitrogen Purged) | • 100% Shockproof (458 SOCOM)      |
| • Reticles: ( ◉ ◊ + · )        | • Reticle Auto Brightness Sensor  | • Auto Shut Off (2 hour)           |
| • 7 Brightness Levels          | • Battery: 1, AAA (Not Included)  | • Easy Access, Leashed Battery Cap |
| • External 1/2 MOA Adjustments | • Parallax Free                   | • 34mm Objective Lens              |
| • 20mm Ocular Lens             | • FOV: 35ft @ 100yds              | • Optical Center (43mm above rail) |
| • Unlimited Eye Relief         | • Available 2x Magnifier          | • Limited Lifetime Warranty        |





# RED DOT MAGNIFIERS

## Bring your targets closer



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 target a bit closer. LUCID red dot magnifiers are designed to provide exceptional optical performance and the confidence to reach further. 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 to suit 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 introduce the worlds first variable magnifier for red dot sights. At LUCID we understand the need to transition quickly between (CQB) and target engagement that may be further out. Maintaining quality target identification and precision in shot placement through this transition is simply a must. This ability is now yours with LUCID's new 2x - 5x variable power magnifier. LUCID's variable magnifier mounts behind any red dot sight and expands your capability by offering target identification and sniper accuracy. This high quality optic offers crystal clear optical performance, and maintains an expansive field of view with comfortable eye relief through the entire magnification range.

MSRP: \$229

### SPECIFICATIONS:

- Fully Multi-Coated Lenses
- 100% Fogproof
- 30mm Tube
- Adjustable Dot Centering
- FOV @ 100yds - 2x, 40ft - 5x, 25.5ft
- Compatible with ANY Red Dot
- 100% Shockproof & Waterproof
- 2x - 5x Magnification
- Objective Lens" 21mm
- Weight: 7.75oz
- Eye Relief: (2X, 4") - (5x, 2.5")
- Limited Lifetime Warranty



## 3x Red Dot Magnifier

This 3x magnifier offers superior clarity and image performance. While employing a red dot sight and utilized with a FTS or a quick detach mount the LUCID variable magnifier will provide unprecedented flexibility for your weapons set up and enhance your performance in nearly all shooting situations. The 3x magnifier is a quality optic designed and made for your shooting needs what ever they may be.

MSRP: \$199

### 3x MAGNIFIER SPECIFICATIONS:

- Fully Multi-Coated Lenses
- 100% Fogproof
- 30mm Tube
- Adjustable Dot Centering
- FOV @ 100yds - 40ft
- Limited Lifetime Warranty
- 100% Shockproof & Waterproof
- 3x Magnification
- Adjustable Ocular Focus
- Weight: 6.5oz
- Eye Relief - 3.5"
- Compatible with ANY Red Dot



## 2x Magnifier for the HD7 Red Dot

This screw-in 2x magnifier is an option available only for the LUCID HD7 red dot sight. Specifically designed to answer the demand for those who want a more dedicated magnified view for the HD7. With a little bit of focus adjustment on the ocular 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 (CQB) set-up.

MSRP: \$49

### SPECIFICATIONS:

- Fully Multi-Coated Lenses
- 100% Fogproof
- Threaded for HD7 Red Dot
- Weight: 2oz
- Limited Lifetime Warranty
- 100% Shockproof & Waterproof
- 2x Magnification
- FOV @ 100yds - 37ft
- Eye Relief - 2" - 7"
- Compatible with the LUCID HD7



# GEAR and Accessories

## Clearly, The Right Stuff

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 affordability. 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 ourself. 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 and you won't be sorry.



## 30mm Cantilever Mount

The 30mm cantilever mount features a lower 1/3rd co-witness when used on an AR15, M16, M4 flat top with Mil-Spec size iron sights. It is precision machined from 6061 T6 aluminum and finished in hard coat T3 Mil-Spec anodize. It features the patent pending Auto Lock™ Lever system to accommodate both in spec and out of spec rail systems.

### SPECIFICATIONS:

MSRP: \$149

- Machined from 6061 T6 Aluminum
- Patent Pending Auto Lock™
- Lifetime Warranty
- Made with Pride in the U.S.A.
- Hard Coat T3 Mil-Spec Anodized
- No Proprietary Tools Required
- Weight: 3.5 oz.



## LUCID Range Hat

LUCID has chosen to offer a New Era stretch fit cap, these are the same hat as the official Pre-Game game hats of all MLB teams. This hat is a good comfortable fit for everybody young or old who's just looking for something different.

### SPECIFICATIONS:

MSRP: \$20

- Available in Black
- Non Structured Hat
- Available in SM/MED, MED/LG and LG/XL
- New Era Stretch Fit
- Extremely Comfortable



## LUCID Pro Jacket

LUCID has chosen a technical, waterproof and breathable jacket to help keep the elements at bay while on the range. With a micro suede collar, moisture wicking tricort liner and articulated elbows in a 4-way stretch material this jacket is sure to keep you warm and dry, not to mention looking your best while punching paper.

### SPECIFICATIONS:

MSRP: \$169

- Waterproof & Breathable
- Remarkable Durability
- Fully Lined Comfort Sleeves
- Microsuede Snow Cuff & Collar
- Mesh-Lined Body
- Available in SM, MED, LG and \*XL
- Double-Weave, Textured Ripstop
- Performance, 4-Way Stretch
- Contoured Sleeve Cuffs
- Articulated Elbows
- Waterproof Chest Pocket



XL is \$179 at MSRP

# LUCID DETAILS

## Warranty:

Basically we guarantee that LUCID branded items will be free from manufacturer defects and hold up to the normal wear and tear. 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.

## Customers:

Please tell us what you think, we want to hear from the real people using the gear. We want to see how you choose to use your LUCID gear. So send us your photos and tell us your stories. Who knows we may feature you in some of our marketing efforts.

## Dealers:

Payment Terms are NET 30

Pricing is based upon volume purchases.

DLR / DIST Pricing is available upon request.

Shipping is calculated at the time of the P.O. submission

## Men in Uniform:

LUCID offers a Law Enforcement & Military discount for qualified personnel. Please contact Jason Wilson directly for more information and the requirements of participating in this program.

## Testing & Evaluation Samples:

This inventory is 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.

Photo Courtesy of Oleg Volk

# Dont simply take our word for it

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, keeps it's 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 HD-7 has been tested, truly tested, on 5.56 carbines, 9mm carbines, and shotguns, banged into walls, rolled in the dirt and intensionally 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 definately recommend the LUCID Products.

- Sgt. Pete Spinuzzi

Photo Courtesy of Oleg Volk





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