

FOR IMMEDIATE RELEASE:



VIRIDIAN® AND ARCHWAY DEFENSE® ANNOUNCES RAPID TARGET ACQUISITION DEMONSTRATIONS AT NRA 2016 ANNUAL MEETING & EXHIBIT SHOW

Minneapolis, MN—May 11, 2016

Viridian® announced today that in conjunction with its Chief Tactical Trainer and founder of Archway Defense®, Peter Johnson, the company will provide *rapid target acquisition* demonstrations at the NRA 2016 Annual Meeting & Exhibits show on May 20-22 in Louisville, KY. “Too often the general public [mistakenly] believes laser sights are designed for target shooting; when in reality that is a complete myth,” said Mike Dinndorf, Viridian’s Director of Marketing. “Viridian laser technology provides several benefits for any shooter, but its most important function is to assist in the rapid acquisition of a target; especially while under distress. Our daily demonstrations will allow NRA members to receive 1:1 instruction from an elite tactical trainer in Viridian’s on-site virtual reality simulator; and I’m confident that myth will be debunked!”

“Viridian’s virtual reality simulator is the perfect way to demonstrate the benefits of weapon mounted technology, specifically laser aiming devices,” said Archway Defense’s Peter Johnson. “During critical stress, the human body reacts very differently than target shooting at a range. Learning how your body responds to critical stress is important, along with understanding the equipment that can improve survivability,” Johnson added. “Our goal is to provide NRA members the opportunity to experience it for themselves in the virtual reality simulator. I guarantee everyone will have a fresh perspective and a better understanding of the benefits of shooting with weapon mounted tech.”

Demonstration Schedule: Twice daily at 10:00-11:00am and 2:00-3:00pm
Viridian NRA booth [#3725] May 20, 21 and 22

ABOUT VIRIDIAN GREEN LASER SIGHTS

Viridian® is the fastest growing laser sight manufacturer in the nation, responsible for a number of industry-leading product innovations in green and red laser sights, taclights, ECR® INSTANT-ON® technology, TacLoc® holsters, weapon-mounted LED illuminators and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian is devoted to utilizing cutting-edge technology to offer compact, powerful self-defense products for the civilian, military, and law enforcement markets. Viridian products are designed and built in the USA.

Website: <http://www.ViridianGreenLaser.com/>
Facebook: <https://www.facebook.com/Viridian.Green.Laser>
Twitter: <https://twitter.com/ViridianLasers>
Instagram: <http://instagram.com/ViridianGreenLaser>

###

For more information

please call:

800-990-9390

or visit:

ViridianGreenLaser.com

Contact:

MikeD@ViridianGreenLaser.com