# Dossier: EOTECH, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $174,833.00

**Award Date:** 2024-07-08

**Branch:** SOCOM

## AI-Generated Intelligence Summary

**Company Overview:**

EOTECH, LLC is a leading US-based manufacturer of holographic weapon sights (HWS) and magnified optics, specializing in solutions for military, law enforcement, and civilian markets. Their primary business focuses on providing aiming solutions that enable faster target acquisition and improved accuracy in dynamic shooting scenarios. Their core mission revolves around developing and delivering cutting-edge sighting technology that enhances the performance and survivability of end-users. They aim to solve the problem of traditional iron sights or conventional red dot sights being less effective in situations requiring rapid target engagement, low-light conditions, or for shooters with impaired vision. Their unique value proposition is their patented holographic technology, which offers a wide field of view, parallax-free aiming, and the ability to maintain functionality even with a partially obstructed optic.

**Technology Focus:**

* Holographic Weapon Sights (HWS):\*\* EOTECH’s core technology is based on holographic diffraction. Their HWS project a reticle onto the target plane using laser holography, creating a true parallax-free image visible even through debris or damage on the lens. This allows for faster and more intuitive aiming, particularly in close-quarters combat.
* Magnified Optics (Vudu):\*\* EOTECH offers a line of variable-power rifle scopes under the Vudu brand. These optics are designed for precision shooting at longer ranges and feature high-quality glass, advanced reticle designs, and durable construction. Some Vudu models offer magnification ranges from 1-6x to 5-25x.

**Recent Developments & Traction:**

* New Product Launches (2023-2024):\*\* EOTECH continues to release new models and variants of its HWS and Vudu lines. Examples include updates to existing HWS models with improved battery life and reticle options, and the introduction of new Vudu riflescopes tailored for specific shooting disciplines.
* Government Contracts:\*\* EOTECH continues to pursue and win contracts supplying sighting systems to various US and international military and law enforcement agencies. Specific contract details are often confidential, but consistent contract awards demonstrate ongoing confidence in EOTECH’s technology.
* Partnerships and Integrations:\*\* EOTECH regularly collaborates with firearms manufacturers and accessory companies to optimize its products for various weapon platforms and user applications.

**Leadership & Team:**

While specific individuals may shift, the leadership typically comprises experienced professionals from the optics, firearms, and defense industries. Based on available information from press releases and industry reports, key roles include:

* CEO:\*\* The CEO is responsible for overall company strategy, operations, and growth. Specific names can vary.
* Executive Leadership:\*\* The executive team likely includes individuals with experience in engineering, manufacturing, sales, and marketing within the defense and optics sectors.

**Competitive Landscape:**

* Aimpoint:\*\* A Swedish company renowned for its red dot sights. While EOTECH’s holographic technology offers a wider field of view and parallax-free aiming, Aimpoint's red dot sights are known for their exceptional battery life and ruggedness.
* Trijicon:\*\* A major player in the market for illuminated rifle scopes and reflex sights. Trijicon's ACOG and RMR products are widely used by military and law enforcement, representing direct competition for EOTECH in the magnified optics and reflex sight segments. EOTECH differentiates itself with its holographic technology (which offers distinct advantages in some scenarios) and specific Vudu optics tailored for certain applications.

**Sources:**

1. [https://eotechinc.com/](https://eotechinc.com/): EOTECH official website (product information, company news).

2. [https://www.shootingillustrated.com/](https://www.shootingillustrated.com/): Shooting Illustrated is a publication covering the firearm industry and often reports on product releases.

3. [https://www.thefirearmblog.com/](https://www.thefirearmblog.com/): The Firearm Blog (TFB) provides news and reviews of firearms and related products, including EOTECH offerings.