

# MVO™ 3-18X44 FFP M3, MRAD: PROFESSIONAL-GRADE PRECISION WITHOUT INFLATED PRICING



## THE PERFORMANCE BENCHMARK MPVOs

The Mid-Power Variable Optic (MPVO) category is one of the most competitive segments in precision optics. While brands continue to differentiate through refinement and branding, **core optical and mechanical performance has largely converged.**

The MVO™ 3-18x44 FFP M3, MRAD was engineered to sit **at the performance benchmark** delivering the capability serious shooters expect, without the exponential cost increase seen at the top of the market.

Performance Attribute	Budget MPVOs	MVO™ 3-18x44	Ultra-Premium MPVOs
Typical Street Price	\$1,100–\$1,600	\$1,879	\$2,800–\$4,000+
Magnification Range	3–18x	3–18x	3–18x (to 20x)
Objective Diameter	44–50mm	44mm	50–56mm
Tube Diameter	34mm	34mm	34mm
Focal Plane	FFP	FFP	FFP
Illumination	Red / Mixed	Dual Red & Green	Red / Mixed / None
Light Transmission	90–91%	92%	91–92%
Eye Relief	3.5-3.9"	3.94"	3.3-3.62"
Overall Length	13.3"-17"	11.69"	12.1"-13.6"
Primary Glass	Mixed / Japan	German	German / Japanese
Weight	28–31 oz	28.6 oz	31–34 oz

**Bottom line:** Once optical clarity, mechanical precision, and tracking reliability converge, additional spending delivers **incremental refinement not increased hit probability.**

## WE SET THE STANDARD IN A CROWDED CATEGORY

### “Premium Glass”

MVO™ 3–18x uses **German-class glass**, placing it in the same optical tier as MPVOs costing twice as much without charging for brand inflation.

### “Mechanical Precision”

True FFP reticle, **.1 MIL turrets**, **34mm tubes**, **locking turrets**, and a **zero-stop** provide repeatable dialing and return-to-zero, the fundamentals that matter for real-world precision.

### “Low-Light & Practical Use”

92% light transmission and usable illumination support target identification and engagement across varied conditions, not just ideal range environments.

### “Worth the Price”

Ultra-premium MPVOs command significantly higher prices for refinement that does **not materially change outcomes on target.**



## WHY CHOOSE MVO™ 3–18

### For Precision Shooters

Professional-grade magnification, tracking, and glass without paying for diminishing returns.

### For Retailers

A confidence MPVO that closes below the \$2K psychological ceiling while delivering performance serious shooters demand.

### For Agencies & Professional Users

Mechanically sound precision optics that respect procurement realities without sacrificing capability or reliability.

## THE TAKEAWAY

MVO™ 3–18 sets the performance benchmark in the most competitive MPVO class without inflating the price to prove it.