



**ACTION TARGET ANNOUNCES INNOVATIVE NEW PRODUCTS TO  
BE DISPLAYED AT SHOT SHOW 2017**

**PROVO, UTAH** – January 2, 2017 – Action Target INC., the leading manufacturer of modern shooting ranges, has announced the launch of new innovative shooting range technology, including: The Dual Running Man Pro, The AWD Pro, The Guardsman Shooting Stall, The American Series Shooting Stall, the PT Gong Series and the PT Twist Rimfire steel targets. Visit the Action Target **booth #14568** at SHOT Show 2017 for live, hands-on demonstrations.

**Dual Running Man Pro**

Created to exceed the standards of Law Enforcement training and professional shooters, DRM Pro provides first-of-its-kind precision control, acceleration, speed, and programmability. These features have the unique simplicity of being controllable from your own tablet, smart phone or PC. The DRM Pro offers instructors the ability to train for and replicate real-worlds scenarios. Within the new user’s interface, instructors can input the speed of each runner independently from 2-20 feet per second, move the target along the track by sliding the on-screen target indicator to any position, and receive real-time validation on the screen for speed and track position.

Action Target’s Product Marketing Manager Chris Hess explains, “Developing the DRM Pro has been exciting. The more time we spent with top Law Enforcement trainers and professional shooters, the more we realized there was an opportunity to fill the technology void in training. This product is the perfect upgrade to any range looking to modernize their equipment and outfit their instructors with the ability to provide world-class training.”

Tempe PD firearms instructor and competitive shooter Kyle Schmidt said, “This is most versatile moving target system I have ever used. Instantly making changes on

my device screen gives me more time with trainees and allows me to customize the training on the fly for any need without changing equipment.”

### **All Wheel Drive Pro Target Retriever**

The wireless AWD Pro retriever is the most engaging and robust retriever on the market. It features a modern, easy to use interface with 27 addicting games and training scenarios for all skill levels. These programs offer shooters an unparalleled experience, improving both novice and expert shooters and keeping them at the range longer.

“Shooting at a static target is no longer sufficient to engage this new generation of shooters. They expect more from their equipment and are looking for an entertaining experience. The AWD Pro engages shooters like never before, with its intuitive interface, self-guided shooting scenarios and easy-to-setup drills.” - Jesse Nelson, Action Target Product Marketing Manager.

### **The Guardsman Shooting Stall**

The Guardsman Shooting Stall boasts a rugged ABS protective skin that resists brass impacts for long life and low maintenance and also features a stainless Steel trim that protects all of the edges of the Guardsman from damage. The Guardsman Shooting Stall consists of a standard Action Target stall table or extended rifle table with a non-slip rubber top and an optional lower shelf that adds functionality for shooters that is unmatched in the industry.

“The new Guardsman shooting stall allows the most budget-conscious facility to upgrade to the superior quality and unmatched ballistic standards of Action Target’s industry leading products.” – Jesse Nelson, Product Marketing Manager at Action Target.

### **PT Twist**

The patent pending PT Twist Rimfire interactive target may be the most effective way to burn through your stock pile of 22lr. Made from 3/16 inch A514B steel, it combines rugged impact resistance with supreme reactivity on the range. Uniquely formed from a single piece of steel, there are no welds or bolts to break or ricochet providing a safe and long lasting target.

“Using the PT Twist shooters can develop their accuracy and acquisition skills as each shot walks the target further away. With two PT Twists side by side, shooters can challenge one another in an engaging duel that will quickly determine the best shot.” – Chris Hess, Product Marketing Manager

The PT Twist Rimfire will be available February 2017 at the new [Store.ActionTarget.com](http://Store.ActionTarget.com) with an MSRP of only \$25. Stop by Action Target **booth #14568** at SHOT Show 2017 to sign up as a dealer.

### **PT Gong Series Steel Target**

Hanging a piece of steel down range isn't new, but it has never been more affordably or of higher quality. Action Target is proud to offer more than 30 new target shapes and thicknesses to hang from any chain, rope or the innovative *The Last Stand* target hanging system.

Precision shooters will enjoy circles from 4-18 inches. IDPA and IPSC Torsos for training and sportsmen will love shooting our life-size animal shapes including: Boar, Coyote and Prairie Dog. .25 inch, .375 inch and .500 inch are available.

“Action Target prides itself in the highest possible quality AR500 Steel. As one of the largest buyers in the world we are able to pass on our quality and low cost to our loyal customers.” – Chris Hess, Product Marketing Manager.

MSRP \$10 - \$150 Available February 2017  
Visit **booth #14568** at SHOT Show 2017 to become a dealer.

### **The American Series Shooting Stall**

The American Series Shooting Stalls provide ranges an unparalleled ability to customize their range. The extra deep stalls, built in muzzle blast barriers, integrated lighting and floor to ceiling walls provide shooters a comfortable atmosphere unrivaled in the industry. Ranges will love the ability to make their stalls truly unique.

Customers may choose from one of our standard designs or customize literally every element of the stall to match their range's design and needs. An on-staff interior decorator is available to assist ranges with their selections.

“Ranges are constantly looking for ways to set them apart in today’s competitive market. With the American Series Shooting Stalls, ranges now have the ability to customize every aspect of their stalls, providing shooters the most unique, luxurious and comfortable environment possible.” – Jesse Nelson, Product Marketing Manager, Action Target.

## **Range Security**

Action Target now combines all security solutions into one easy-to-use system. Video confirmation and two-way audio prevent incidents and reduce false alarms to less than 1%. Trained security professionals review alerts 24/7. The advanced video analytics offer a number of reliable alerts to provide accurate threat assessment. Stay connected, arm/disarm your security system and view live video from anywhere.

“Our security solutions provide ranges the highest level of confidence. By integrating cutting edge technology and industry leading hardware we are able to provide a tailored solution unmatched in the industry.” – Jesse Nelson, Product Marketing Manager, Action Target.

## **LE Targets Rebrand to Action Target**

Action Target is excited to announce the successful rebrand of Law Enforcement Targets. All of the paper targets, cardboard targets and range supplies sold by [www.letargets.com](http://www.letargets.com) can now be found on the new Action Target store: [Shop.ActionTarget.com](http://Shop.ActionTarget.com)

SHOT Show attendees looking for Law Enforcement Targets will find them at Action Target’s booth #14568 near the “Dealer Services” section. New and current dealers are encouraged to visit the booth to take advantage of special pricing and SHOT Show specials.

## **About Action Target, Inc.**

Action Target Inc. is a privately owned business headquartered in Provo, Utah. As a world leader in modern shooting range technology with more than 4,000 products and 40 patents for the systems it designs and manufactures, Action Target has installed thousands of shooting ranges across the United States and in 25 other countries around the world. Action Target also designs systems and conducts firearms training for law enforcement and various military divisions. For more

information on Action Target, visit [www.ActionTarget.com](http://www.ActionTarget.com). To learn more about Action Target products or to purchase items online, visit [www.ActionTarget.com/Store](http://www.ActionTarget.com/Store)

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