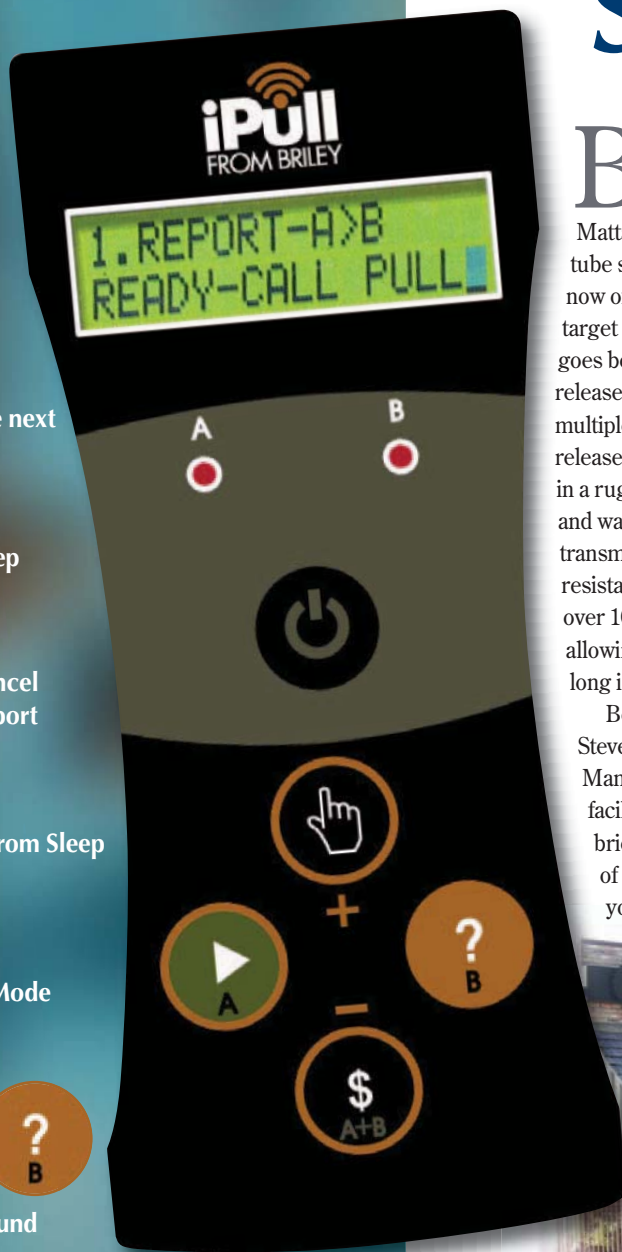





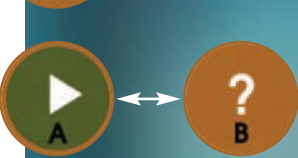


I PULL, YOU PULL, EVERYONE CAN USE iPULL SAYS **JOHN IMBODEN**

iPULL TARGET MANAGEMENT SYSTEM



-  Release next
-  Skip Step
-  Set/Cancel See Report
-  Wake from Sleep
-  Pause Mode
-  Abort & Refund

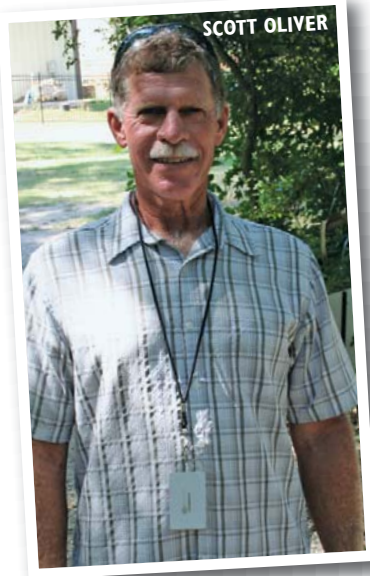
Briley, a name that has become synonymous with quality choke tubes, Mattarelli traps, sub gauge tube sets and gunsmithing, is now offering the iPULL wireless target management system. It goes beyond just a wireless release system by offering multiple modes including voice release and delayed release – all in a rugged, compact, easy to use and water resistant package. The transmitter is paired with a water resistant receiver to provide over 100 yards of coverage, allowing for targets like long incoming shots.

Ben Brunton and I met Steve Power and Hannah Manion of Briley at their facility in Houston for a brief tour and overview of the system. If you're in the Houston

area I highly recommend a trip to the Briley showroom – it's full of fine firearms and gear and is truly a great place for shooting related retail therapy. We also got to spend some time with founder, Jess Briley. In fact, we could have easily spent an entire day just tapping into his vast knowledge of the shooting sports. All too soon it was time to load up and head North to Conroe for some shooting and to trial the system.

We were graciously hosted at Creekwood Shooting Sports (www.creekwoodshootingports.com)





by Scott and Jeannette Oliver and their son Scott Jr. The iPull system uses inexpensive RFID cards (credit card size) that are preloaded by the club from a PC with targets and shooting mode. Scott had preloaded cards for us using his office PC and the easy to use Windows based iPull Manager Software. With the various modes loaded on the cards and hung from lanyards around our necks, we headed out for a test run. Scott has the transmitters set in brackets attached to the shooting stands on his sporting course; the transmitters are powered by two AA batteries that provide about a month of use. After four minutes of inactivity the transmitter powers down to conserve the batteries – a simple key press awakens the unit for use.

Various Modes

In Automated Mode you hold your card on top of the transmitter and it downloads the appropriate

number of targets for that station. The course manager uses his administrator card to program the target sequence into the transmitter for each station and this can be changed on the fly at each station by the manager. The shooter can then shoot the menu or scroll through the display menu and shoot different combinations of targets – singles, report pairs, true pairs or following pairs. The scrolling display communicates with you at all times about what targets you are shooting and prompts you for what buttons to push.

Should a shooter choose not to shoot the allotted targets for a station, he can rebate the targets back to his card and move on. At the next station, the procedure repeats. Cards can be set up for individuals or groups. At its

simplest, you can use the system as a wireless release by pushing the buttons for each target.

In Practice Mode the transmitter downloads two targets when you hold the card on it, or you can attach the card to the back of the transmitter and it will continue to deduct two targets at a time from your card automatically. This allows you, or your instructor, to work on certain targets at a station. It also allows for a tournament mode as you can load thousands of targets on a card for each station. For the solo shooter, you can use Solo Delay which allows you to push a button on the transmitter and it will delay for a preset amount of time before throwing the first target. This delay can be customized by the club. Scott has found that three seconds of delay from the time you

push the button until the first target is released seems to allow enough time for the shooter to get ready – while not forcing you to be on point for too long. The other solo mode is Voice Mode which utilizes the attached microphone to launch the first target on your voice call.

The microphone allows for true report pairs as it picks up the report of the gun firing and then launches the second target. The microphone also senses whether you pulled the trigger on a target at all – if you don't fire at the first target in a report pair the second target will not launch. This reduces wasted targets and helps account for broken targets. As the system tracks shots fired, the manager will always know if a customer fired the gun at a target. The transmitter can handle three traps per station and the receivers can handle two traps if they are placed close to each other. This allows for Super Sporting or just a vast array of target variety for a course.

In Practice Mode the transmitter downloads two targets when you hold the card on it.

Plenty of Options

Scott likes to use the Play then Pay model where he loads 125-150 targets on cards for customers, allowing them to shoot more than 100 targets. Invariably when you are practicing, you find a target or pair that needs some extra attention – why be limited by a strict target limit. The manager can program in a percentage of targets for breakage and allow for view targets as well. When you are done shooting, the club simply scans your card and the iPull Manager Software downloads how many targets you shot at and calculates your bill. Thankfully, it doesn't know what you scored!

The software can track usage by customer and date. The card



ABOVE LEFT: BRILEY CARD DOWNLOADING TO TRANSMITTER
MAIN: RILEY TRANSMITTER.



can then be cleared and reused by another shooter. Key fobs are also available as well as the RFID cards. Different target rates can be set in the software for Club members and non-members if desired. Scott had us up and running on the system in a matter of minutes and we experienced no problems using the system. With the scrolling display and only five color coded buttons, the system is easy to use for even the most tech-phobic among us. The programming and updating of the transmitters and receivers is also easy for a club manager to use as the scrolling display prompts you what to enter at each step.

The iPull system reduces target poaching by shooters and employee costs by eliminating trappers. Scott tells us that without cords, his mowing maintenance is easier and faster because he doesn't have to pick up cords prior to mowing. His whole course can be modified in only a couple of hours by towing traps to new locations, setting the receivers, moving shooting stands and reprogramming the transmitters.

While we were shooting on Mattarelli traps, the system can be wired to just about any other manufacturer's traps. If you are a club or individual looking for a wireless release system that allows for true solo shooting and a lease purchase program, contact Briley. ■

(www.briley.com)

**INSET: BRILEY iPULL RECEIVER.
MAIN: BRILEY COMPUTER
SYSTEM.**

