



2727 N. Fairview Ave.  
Tucson, AZ 85705  
520-884-9065

## Introducing the AR RAM and a Half™ Cam System



Licensed under patent #5,505,185

January 29, 2004 - Archery Research is proud to introduce several innovations to its 2004 product line. The wildly successful introduction of the Archery Research line in 2003 set new records in product orders and dealer enthusiasm.

The foundation of the 2004 bow line is the established AR-31, AR-34, and AR-37 RAM Cam™ models. Maintaining their position as a technology leader, Archery Research is proud to introduce the new for 2004 RAM and a Half™ Cam system, available on the AR-31, AR-34 and AR-37 riser platforms. The RAM and a Half™ Cam system is the first "straightline" style hybrid cam available on the market. Pushing the technological envelope even further, the RAM and a Half™ Cam system offers draw length adjustment using modules which have been optimized for each individual size, providing the ultimate performance at every draw length. The RAM and a Half™ Cam is the smoothest hybrid cam available. With a synchronized cam at each end of the bow, the RAM and a Half™ provides uncompromised performance and incredibly straight nock travel throughout the entire range of draw-lengths.

While sharing similar looks and the smooth feel of the RAM Cam, the RAM and a Half™ incorporates numerous features sought by discerning archers. Precision machined components and sealed ball bearings provide hassle-free performance. Draw length adjustments are managed with carefully designed modules providing up to five inches of draw length adjustment. Multiple string post attachments allow an additional  $\pm \frac{3}{8}$ " of draw length adjustment for a total range of 26" to 30  $\frac{3}{4}$ "! Clearly marked stop adjustments are also incorporated for both high and low let-off options. Archery dealers will love the simplicity and flexibility that this new AR system provides. The RAM and a Half™ hunting models will ship at a standard 29" setup. With the use of inexpensive cam modules, AR RAM and a Half™ Cam bows can be fitted to each customer without the need to stock bows in multiple draw-lengths.

Other added options for 2004 are competition colors on the AR-34 and AR-37 RAM Cam™ and RAM and a Half™ Cam models to complement the Mossy Oak® Break Up™ hunting models. When you combine all these features with the high-speed performance that today's archers are looking for, it's no wonder that Archery Research was all the talk of the recent 2004 Archery Trade Show.

For more information, or to request a catalog, contact Archery Research at (520) 884-9065 or online at [www.archeryresearch.com](http://www.archeryresearch.com). For media information, please contact Jeni Carreon at (520) 594-5160.