

CAMOUFLAGE

Your #1 European outdoor observation partner

CAMOUFLAGE

About us

Welcome to Camouflage Outdoor, your pioneering partner in the outdoor observation industry. Since our inception in 2019, we have dedicated ourselves to advancing wildlife camera technology and, since 2023, enhancing birdhouses and bird feeders with innovative AI camera solutions. Located in Eindhoven, the heart of Europe's technology innovation, we proudly distribute our exclusive brand across 26 countries with great success.

At Camouflage Outdoor, we are committed to fostering strong, profitable partnerships with our B2B distributors. Our promise includes offering the best possible margins, unparalleled service and warranties, transparent communication, and consistent solutions that contribute to mutual growth.

Looking forward, we are excited to expand our product lines within the outdoor observation niche. These innovations will be available exclusively to our distribution partners, ensuring they remain at the forefront of the market. Join us in shaping the future of outdoor exploration and surveillance.



Contact



+31610113918



Wholesale@wildcameraxl.nl



Stijn Madou

Proudly Partnered with



Miscellaneous Info

- ✓ European brand since 2019
- ✓ Successful distributing in 26 countries across 5+ segments
- ✓ Strong global track record
- ✓ Focused on outdoor observation cameras only
- ✓ Team of 7 nature enthusiasts
- ✓ Focused on R&D of outdoor observation products only
- ✓ High profit margins for you and your partners
- ✓ Extraordinary service and warranties
- ✓ Stock in Holland for cheap and quick delivery
- ✓ Free repairs/replacements
- ✓ Always the latest innovations available

Our bird Ai observation products



USP's Camouflage Bird Products

- ✓ Built in solar panels
- ✓ Worldwide free live view + notifications
- ✓ Up to 50M distance to connect to home wifi (2.4ghz)
- ✓ Incredible free bird app: Bird lovers (Apple/Android)
- ✓ Free to use AI - Unlike competitor brands
- ✓ MSRP up to 50% lower than biggest competitors with better quality



EZ-NestEye

Including free app



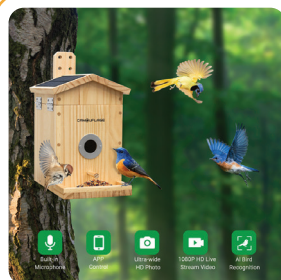
MSRP
€219,99



SCAN TO SEE
PRODUCT VIDEO



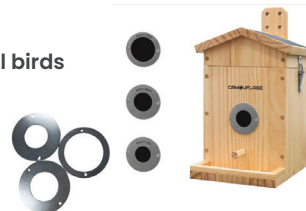
Great Specifications



Built in camera (day/night
modus fully autom

ADJUSTABLE HOLE SIZE

- Change sizes so you can attract all birds
- 28mm - 32mm - 45mm - 70mm
- 21CM house for universal use



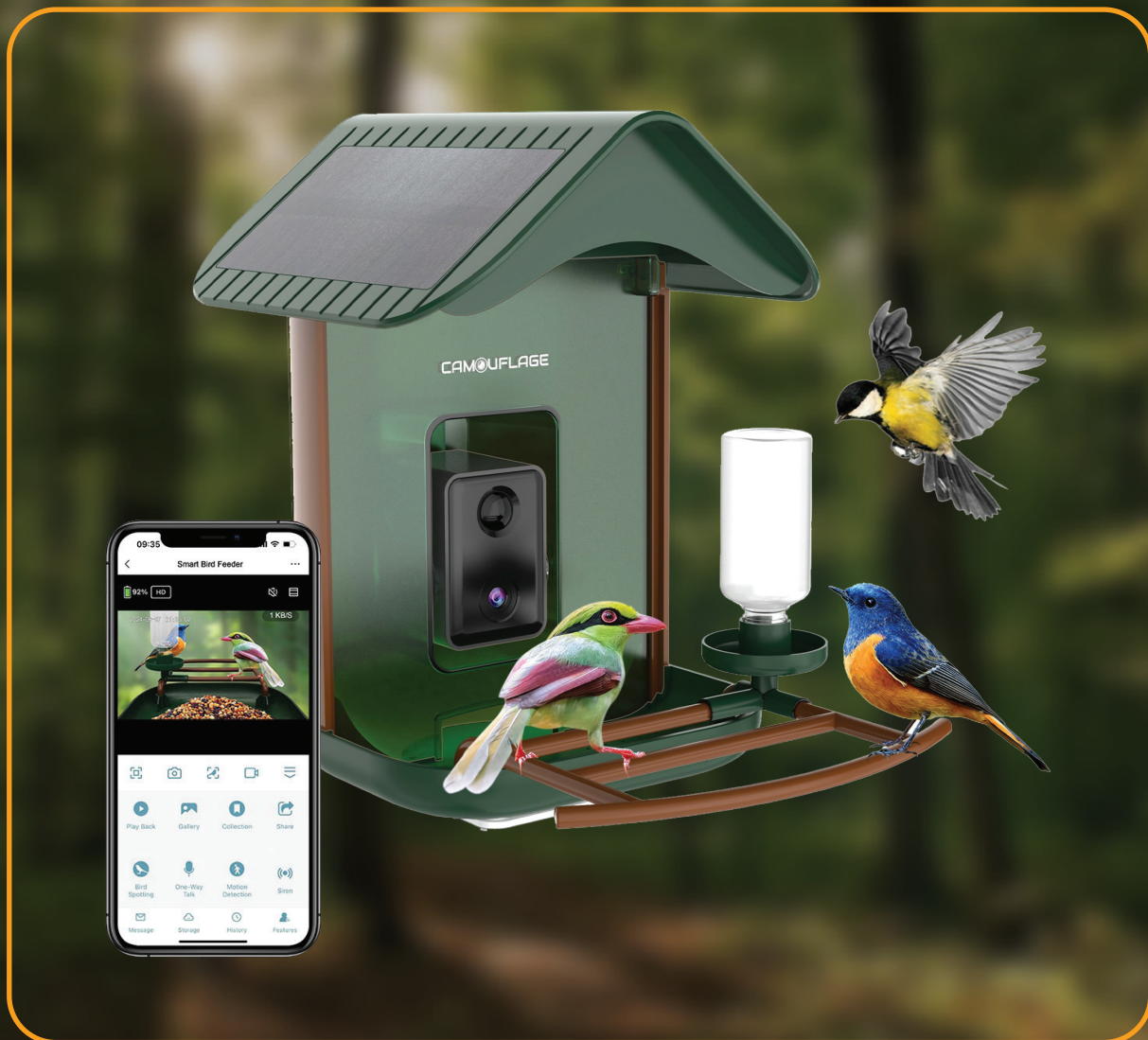
Adjustable hole sizes to attract different bird spe

Specifications

PRODUCT MODEL	EZ-NESTEYE
CHARGING	SOLAR PANEL AND USB CABLE
BATTERY	5200 MAH RECHARGEABLE LITHIUM-ION BATTERY
RESOLUTION	2MP PHOTOS AND 1080P HD LIVE STREAM VIDEO
OPERATING TEMPERATURE	-5°F TO 120°F (-20.5°C TO 48.5°C)
WIRELESS TYPE	WIFI 2.4GHZ
FIELD OF VIEW	DIAGONAL: 130°, HORIZONTAL: 94°, VERTICAL: 40°
DIMENSION	L7.9 *W7.7*H12.7INCHES (20*19.5*32.3CM)
POWER SUPPLY	DC 5V2A
POWER CONSUMPTION	2W/H(MAX.)
BATTERY LIFE	4-6 YEARS
NIGHT VISION	YES
ANTI-FLICKER	50HZ/60HZ
IPCE	19%
WORKING VOLTAGE (VMP)	5V+-5%
WORKING CURRENT (IMP)	400MA+-5%
MEMORY CARD	32GB
FREQUENCY BAND	2412 MHZ - 2480 MHZ
MAX RADIO FREQUENCY	2480 MHZ

EZ-BirdFeed

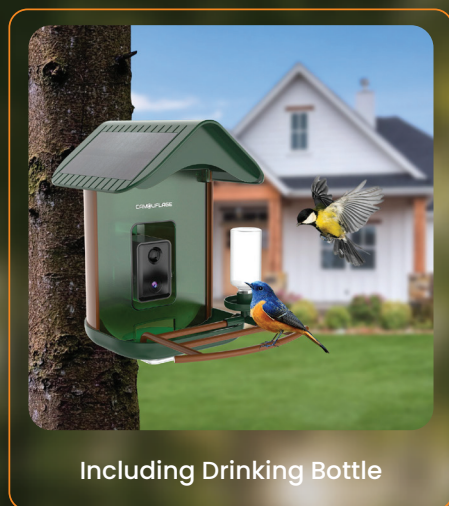
1,5 Liter capacity



MSRP
€199,99



SCAN TO SEE
PRODUCT VIDEO



Including Drinking Bottle



Camera detecting 11.000 birds



Premium features and specs

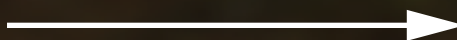
Specifications

DETECTION	DUAL-ACTION MOTION & ACCELEROMETER
CHARGING	SOLAR PANEL AND USB CABLE
POWER	5200 MAH RECHARGEABLE LITHIUM ION BATTERY
COLOR	GREEN/BROWN
CAMERA	2MP PHOTOS & 1080P HD LIVE STREAM VIDEO
BUILT-IN MIC WATERPROOF	YES
OPERATING TEMPERATURE	-5°F TO 120°F (-20.5°C TO 48.5°C)
WEATHER RESISTANT	YES
WIRELESS TYPE	WIFI 2.4GHZ
FIELD OF VIEW	DIAGONAL: 130°, HORIZONTAL: 94°, VERTICAL: 40°
DIMENSION(CM)	L19.4 *W21.5 *H32
POWER SUPPLY	DC 5V2A
POWER CONSUMPTION	2W (MAX)
BATTERY LIFE	4-6 YEARS
NIGHT VISUAL RANGE	8M (MAX)
ANTI FLICKERING	50HZ/60HZ
FREQUENCY BAND	2412 MHZ - 2480 MHZ
MAX RADIO FREQUENCY	2480 MHZ

Our Trailcameras



SCAN QR
to Watch The Video



USP's Camouflage Trailcameras

- ✓ Sharpest photo/video's worldwide
- ✓ Supreme and innovative specs
- ✓ Built in wifi/bluetooth/solarpanels
- ✓ World class service, warranties and content strategy
- ✓ Free Online Trailcamera Educational Platform



EZ-Solar

Guaranteed Unique Wildlife Photos and Videos



MSRP
€297



SCAN TO SEE
PRODUCT VIDEO



Specifications

PHOTO RESOLUTION	46MP – 8MP CMOS
VIDEO QUALITY	3840 X 2160 @30FPS
SCREEN	2.0" IPS 320X240)RGB_ DOT TFT – LCD DISPLAY
LENS	F=4.0; F/NO=1.6; FOV=89°; AUTO IR FILTER
TRIGGER TIME	+/- 0.2 SECONDS
REACH	20 METERS
MICROPHONE & SPEAKER	YES
WIFI & BLUETOOTH	YES
MEMORY	SD CARD UPTO 256GB
DAY/NIGHT MODE	YES
PIR-SENSIBILITY	LOW-MEDIUM-HIGH
LIVE VIDEO FUNCTION	YES
FREE APP	YES
WATERPROOF	YES, IP66
FREQUENCY BAND	2412 MHZ – 2472 MHZ
MAX RADIO FREQUENCY	2472 MHZ

EZ2-Elite

With double lens for high quality night-time images



MSRP
€199



SCAN TO SEE
PRODUCT VIDEO



Specifications

BRAND	CAMOUFLAGE
MEGAPIXELS	48MP
DUAL IMAGE SENSOR	8MP CMOS
VIDEO RESOLUTION	3840 X 2160 @30FPS
LENS	FOCAL LENGTH=4.8MM F/NO=2.8
FILE FORMAT	JPEG/AVI
IR FILTER	FULL AUTOMATIC IR FILTER
TFT DISPLAY SCREEN	2.4" TFT LCD; 320(H)*240(V); 262K COLOR
PIR	90 DEGREE
PIR SENSING DISTANCE/PIR	80FT/25 METERS
NUMBER OF IR LED	42 IR LEDS
NIGHT VISION DISTANCE	80FT/25 METERS
TRIGGER TIMES	0.2 SEC
TRIGGERING INTERVAL	5 SECOND - 60 MINS (DEFAULT 60 SEC)
STAND-BY TIME	APPROX 12 MONTHS
BUILT-IN MIC & SPEAKER	YES
OPERATION TEMPERATURE	-20 -60 DEGREE C
OPERATING HUMIDITY	5% - 90%
POWER SOURCE	4-8 AA BATTERY DC :6V-1.5A
WATER PROOD STANDARD	IP66
PRODUCT SIZE	142 X 109 X 73MM
LANGUAGE	ENGLISH/DEUTSCH/DANSK/SUOMI/ SVENSKA/ESPAÑOL/FRANCAIS/ITALIANO/ NEDERLANDS/PORTUGUES/CHINESE/JAPANESE

EZ2-Ultra

Easy to use for all ages



MSRP
€159



SCAN TO SEE
PRODUCT VIDEO



Specifications

BRAND	CAMOUFLAGE
MEGAPIXELS	48MP
IMAGE SENSOR	8MP CMOS
VIDEO RESOLUTION	3840 X 2160
TRIGGER TIME	0.2 - 0.6S
IR LED'S/QTY	45PCS
SENSOR FOV ANGLE	102 DEGREE
PIR DISTANCE	20M
PIR ANGLE	90 DEGREE
PIR SENSITIVITY	HIGH/MIDDLE/LOW
PIR DELAY	5 SEC TO 60 MINS
VIEW SCREEN TYPE/SIZE	LCD, 2.4 INCH
VIDEO LENGTH	3 SEC TO 10 MINS
TIME LAPSE	SUPPORT
WORKING VOLTAGE	6V
POWER REQUIREMENTS	4PCS/8PCS AA BATTERIES
STAND-BY TIME	12 MONTHS
WATERPROOF LEVEL	IP66
STORAGE MEDIUM (MAX)	SD CARD, 512 GB MAX
DIMENSION WEIGHT	180*120*110MM, 0.65 KG
MICROPHONE + SPEAKER	BUIT-IN
SPECIAL FEATURE	940NM INVISIBLE IR LEDS BURST 1/2/3 CYCLE RECORDING

EZ45

Record animals in their natural habitat

Razorsharp Images



MSRP
€199



SCAN TO SEE
PRODUCT VIDEO



Specifications

BRAND	CAMOUFLAGE
CMOS SENSORS	5.0 MEGAPIXEL
MEGAPIXELS	24MP
VIDEO RESOLUTION	1920 X 1080
FILE FORMAT	JPG (PHOTO), MP4/H.264 (VIDEO)
DISPLAY	2.3" TFT-LCD
PIR SENSORS	3 PIECES
PHOTO SPEED	0.2 SECONDS
NIGHT VISION DISTANCE	20 METERS
DETECTION ANGLE	120°
IMAGE ANGLE	80°
MEMORY	UPTO 128GB SD/TF CARD
INFRARED LEDS	36 PCS LOW GLOW
OPERATION TEMPERATURE	-20°C TO 60°C (-4°F TO 140°F)
WATERPROOF	IP66
DIMENSIONS	135MM X 103MM X 76MM
WEIGHT	305 GRAMS
POWER SUPPLY TYPE 1	8X AA BATTERIES (NOT INCLUDED)
POWER SUPPLY TYPE 2	6V 2A (NOT INCLUDED)
CONNECTION	USB CABLE
FREQUENCY BAND	2412 MHZ - 2472 MHZ
MAX RADIO FREQUENCY	2472 MHZ

EZ60 WiFi

The best sold wildcamera of 2023

Razorsharp Images



48 Megapixel Camera



4K (30FPS) Video



8MP Interpolated Lens

With the Camouflage EZ60 WiFi



MSRP

€249



SCAN TO SEE
PRODUCT VIDEO



Specifications

BRAND	CAMOUFLAGE
MEGAPIXELS	48MP
VIDEO RESOLUTION	3840 X 2160
FILE FORMAT	JPG (PHOTO), MP4/H.264 (VIDEO)
DISPLAY	2.4" TFT-LCD
PIR SENSORS	3 PIECES
PHOTO SPEED	0.2 SECONDS
NIGHT VISION DISTANCE	20 METERS
DETECTION ANGLE	120°
IMAGE ANGLE	80°
MEMORY	UPTO 256GB SD CARD (NOT INCLUDED)
INFRARED LEDS	40PCS LOW GLOW
OPERATION TEMPERATURE	-20°C TO 60°C (-4°F TO 140°F)
WATERPROOF	IP66
DIMENSIONS	133MM X 90MM X 52MM
WEIGHT	500 GRAMS
POWER SUPPLY TYPE 1	8X AA BATTERIES (NOT INCLUDED)
POWER SUPPLY TYPE 2	6V 2A (NOT INCLUDED)
CONNECTION	USB CABLE
FREQUENCY BAND	2412 MHZ - 2472 MHZ
MAX RADIO FREQUENCY	2472 MHZ

SM4-PRO

Best tested model for novices



MSRP
€199



SCAN TO SEE
PRODUCT VIDEO



Specifications

MODEL #	CAMOUFLAGE SM4-PRO
Free APP	No
WIFI	No
Dual Lens	No
Image Sensor	3 Megapixel
Trigger Time	0,6 sec
IR Led's/Qty	38 pcs
Lens FOV Angle	90 degrees
PIR Distance	20 meters
PIR Angle	60 degrees
PIR Sensitivity	High/Middle/Low
PIR Delay	5 sec to 60 mins
Photo Format	JPG
Photo Resolution	24MP/20MP/16MP/12MP/8MP/5MP
View Screen Type/Size	LCD, 2.4 inch
Video Format	AVI
Video Resolution	Full-HD /1280P/720P/640
Video Length	3 sec. to 30 sec.
Time Lapse	Support
Working Voltage	6V
Power Requirements	4pcs/8pcs AA batteries
Stand-by Time	8 months
Waterproof Level	IP66
Storage Medium (max)	Micro SD card, 32GB Max
Dimensions Weight	180*120*110mm, 0.65kg
Microphone	Built-in
Speaker	Built-in
Moon Phase	Yes
Temperature	Yes
Time/Date Stamp	Yes
Special Feature	940NM No Glow leds
Extra	Burst 1/2/3
	Cyclic recording
	Target recording time programmable

EZ20

Including free app



MSRP
€149



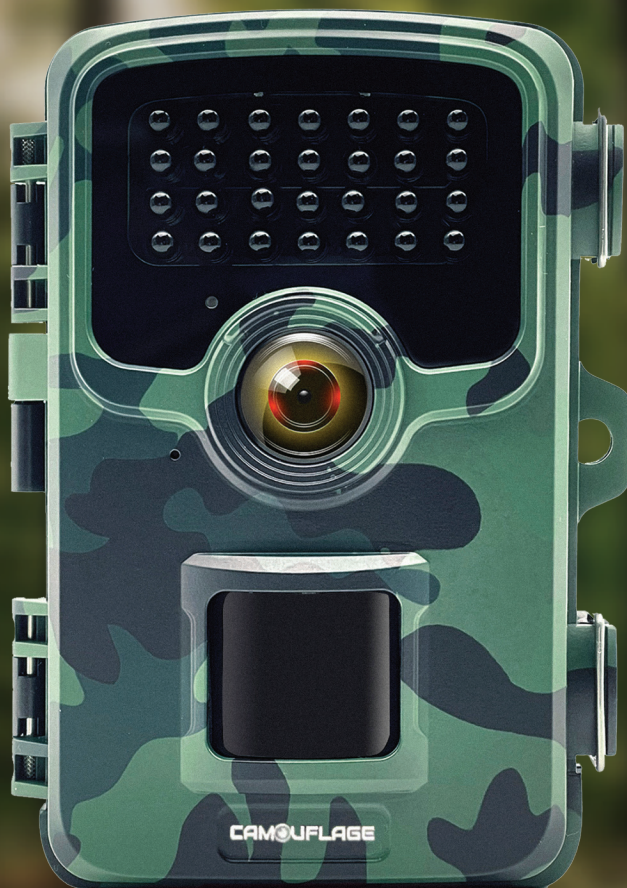
SCAN TO SEE
PRODUCT VIDEO

Specifications

BRAND	CAMOUFLAGE
VIDEO RESOLUTION	1280 X 720 @30FPS
MEGAPIXELS	20MP
FILE FORMATS	MP4, H.264
DISPLAY	2.0"TFT LCD ;220(H)*176(V); 262K COLOR
PIR SENSORS	3 SENSITIVITY LEVELS (HIGH / NORMAL / LOW)
TRIGGERTIME	0.4 SEC SUPER FAST TRIGGER TIMES
NIGHTVISION REACH	65FT/20 METERS
DETECTION ANGLE	90 DEGREES
WIDE ANGLE	94 DEGREES
MEMORY	TF CARD, UP TO 128GB
INFRARED LED'S	28 IR LEDS
OPERATION TEMPERATURE	-20 - 60°C
WATERPROOF	IP66
MEASUREMENTS	136*98*73MM
WEIGHT	255G
POWERSUPPLY	4-8 AA BATTERY DC :6V-1.5A
CMOS SENSOR	CMOS 2MP
CABLE	USB C
FREQUENCY BAND	2400HZ - 2483HZ
MAX RADIO FREQUENCY	2483 HZ

EZ2-Lite

Including free app



MSRP
€99



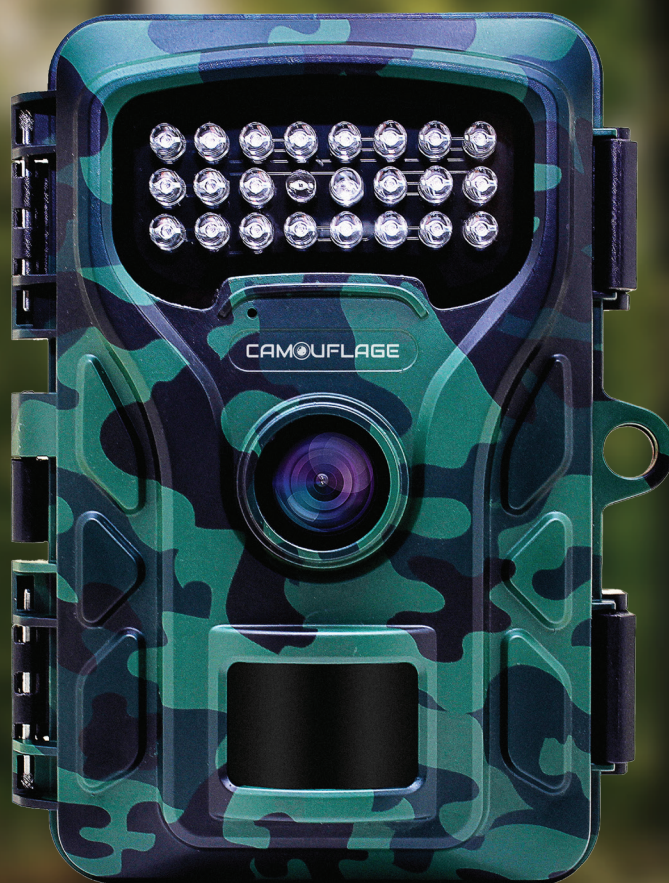
SCAN TO SEE
PRODUCT VIDEO

Specifications

Brand	Camouflage
CMOS sensors	2.0 Megapixel
Video resolution	1920*1080P@30fps
Megapixels	32MP
File formats	JPEG/MP4(H.264)
Display	2.0"TFT LCD
PIR Sensor	3 sensitivity levels (High / Normal / Low)
Triggertime	0.4 sec super fast trigger times
Nightvision Reach	65ft/20 meters
Detection angle	90 degree
Wide angle	94 degree
Memory	Micro SD Card, up to 256GB
Infrared LED's	28 IR LEDs
Operation Temperature	-20 - 60°C
Waterproof	IP66
Measurements	136 x 97 x 73mm
Weight	Camera 265g
Powersupply	4-8 AA Battery DC :6V-1.5A
Cable	USB C Cable

EZ2-Plus

Including free app



MSRP
€139



SCAN TO SEE
PRODUCT VIDEO

Specifications

BRAND	CAMOUFLAGE
VIDEO RESOLUTION	2560 X 1440 @30FPS
MEGAPIXELS	48MP
FILE FORMATS	AVI (MJPG)
DISPLAY	2.0" IPS LCD COLOR MONITOR
PIR SENSORS	3 SENSITIVITY LEVELS (HIGH / NORMAL / LOW)
TRIGGERTIME	0.4 SEC SUPER FAST TRIGGER TIMES
NIGHTVISION REACH	65FT/20 METERS
DETECTION ANGLE	60 DEGREE
WIDE ANGLE	90 DEGREE
MEMORY	SD CARD, UP TO 128GB
WATERPROOF	IP66
OPERATION TEMPERATURE	-20 - 60°C
MEASUREMENTS	13.6*10.1*7.6 CM
WEIGHT	258G
POWERSUPPLY	4-8 AA BATTERY DC :6V-1.5A
CMOS SENSOR	1/3" 5MP
CABLE	USB C
INFRARED LED'S	22PCS 850NM&940NM IR LEDS

EZ4G-PRO

Including free app



MSRP
€229

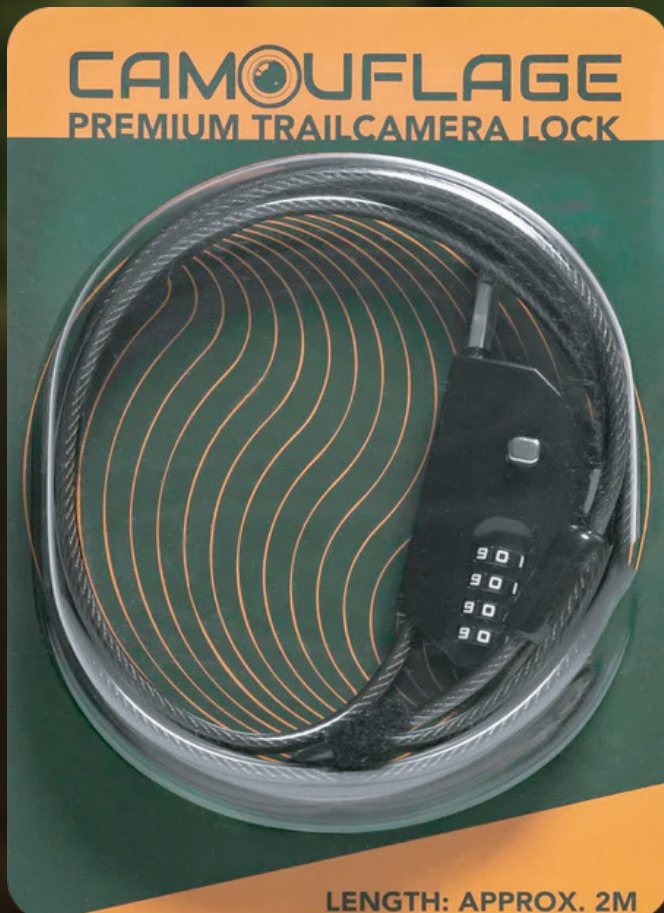
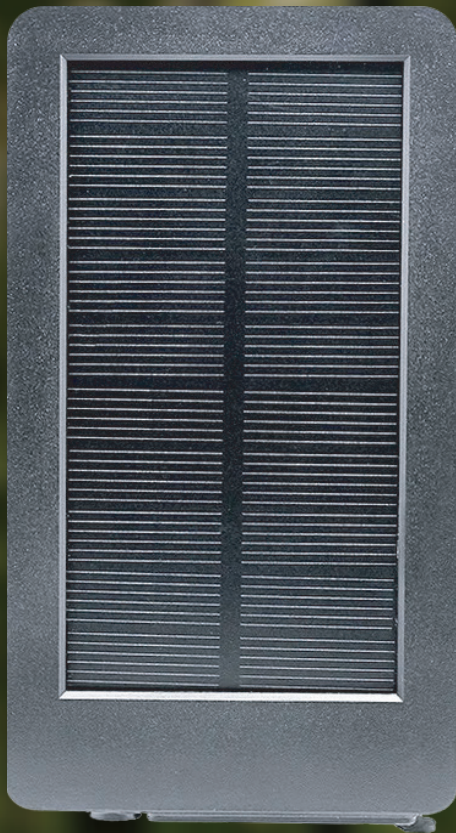


SCAN TO SEE
PRODUCT VIDEO

Specifications

BRAND	CAMOUFLAGE
CMOS SENSORS	4 MEGA PIXELS COLOR CMOS
VIDEO RESOLUTION	2688 X 1520 (16:9)
MEGAPIXELS	24MP
FILE FORMATS	JPEG/MP4(H.264)
DISPLAY	2.4" TFT LCD
PIR SENSOR	3 SENSITIVITY LEVELS (HIGH / MIDDLE / LOW)
TRIGGER TIME	0.4 SEC SUPER FAST TRIGGER TIMES
NIGHTVISION REACH	65FT/20 METERS
WIDE ANGLE	100 DEGREE
MEMORY	MICRO SD CARD, UP TO 32GB
INFRARED LED'S	60 IR LEDS
OPERATION TEMPERATURE	-20 - 60°C
WATERPROOF	IP66
MEASUREMENTS	128 X 96 X 76MM
WEIGHT	CAMERA 260G
POWER SUPPLY	8 AA BATTERY DC :12V-2A
CABLE	USB C
DETECTION ANGLE	80 DEGREE

Accessories



Mijten Scattering Food 5KG

Premium Scattering Food For Every Garden



MSRP

€19,95

THE PROBLEM AND USER PROFILE

The Problem

People Want To Observe Animals/Locations Without Having To Be There Live

The End users

Either Hunters, Farmers, Nature Lovers, Ecologists, Hobbyists, Or Birders

Camouflage Outdoors Customer

Big Retail And Distribution In The Segments On The Next Slide

MARKET POTENTIAL

2 3

door Game Cameras
ket was valued at

**\$S 230.6 MILLION
2023**

camera market expects
grow **7.11% CAGR** up to 2030



2 0 2 4

The "Birdhouses
Market" valued at

\$9.5 BILLION IN 2024

Sell trough extremely quick

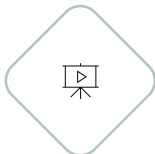
Birdhouses Market
4% CAGR up to 2030

SERVICE FOR OUR PARTNERS



ONLINE LIBRARY

Customer scans QR code and goes to our online educational platform (next slide)



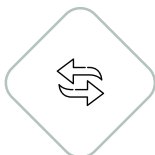
INSTRUCTION VIDEO'S

For: setup – how to start – many more...
YouTube: WildCameraXL Camouflage



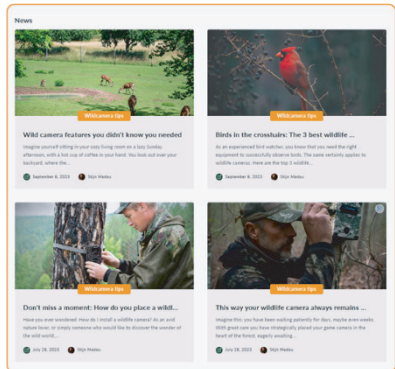
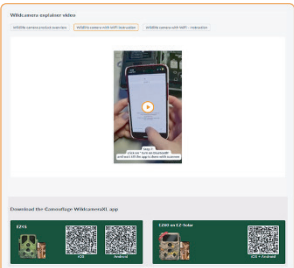
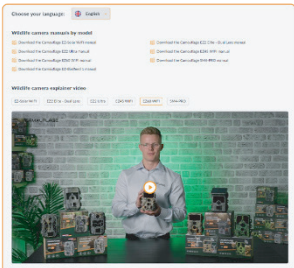
TRAINING THEIR STAFF

Sales – Customer Service etc.
+ attending fairs/shows

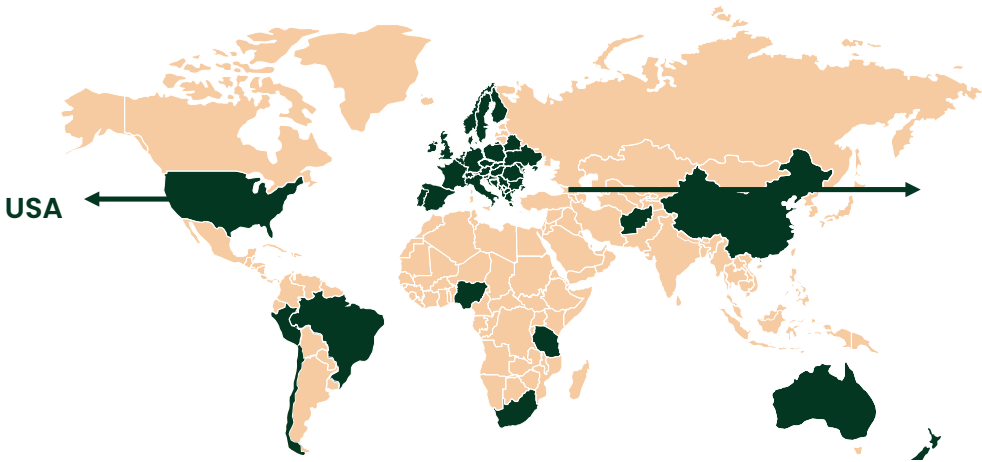


EASY REPLACEMENT

Great Warranties



ACTIVE COUNTRIES 2024



Key Countries

- Netherlands
- Belgium
- Luxembourg
- Germany
- Poland
- Italy
- Denmark
- Sweden
- Norway
- Czech Republic
- UK
- Slovakia
- China
- Singapore
- South Africa

26
Countries
Total

SEGMENTS WE SERVE



01 PHOTO
VIDEO



02 HUNTING
OUTDOOR



03 CONSUMER
ELECTRONICS



04 AGRICULTURE



05 GARDEN LIFE



06 PETSHOP



07 DIY

CAMOUFLAGE

Your #1 European outdoor observation partner

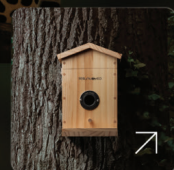
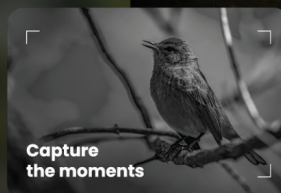
Scan to see our full brand story
and presentation

CAMOUFLAGE

Camouflage
Outdoor

EUROPE'S #1

NATURE OBSERVATION BRAND



CONFIDENTIAL PROPERTY

