SVBONY

Go for Beauty, Go for Svbony

PRECISION OPTICS
INSPIRED BY NATURE

Web
www.svbony.com
www.svbony.jp

Facebook
@Svbony
@Svbony Website

Instagram
@svbony

Mail
info@svbony.com

WhatsApp
+86 150 3810 6914

SVBONY

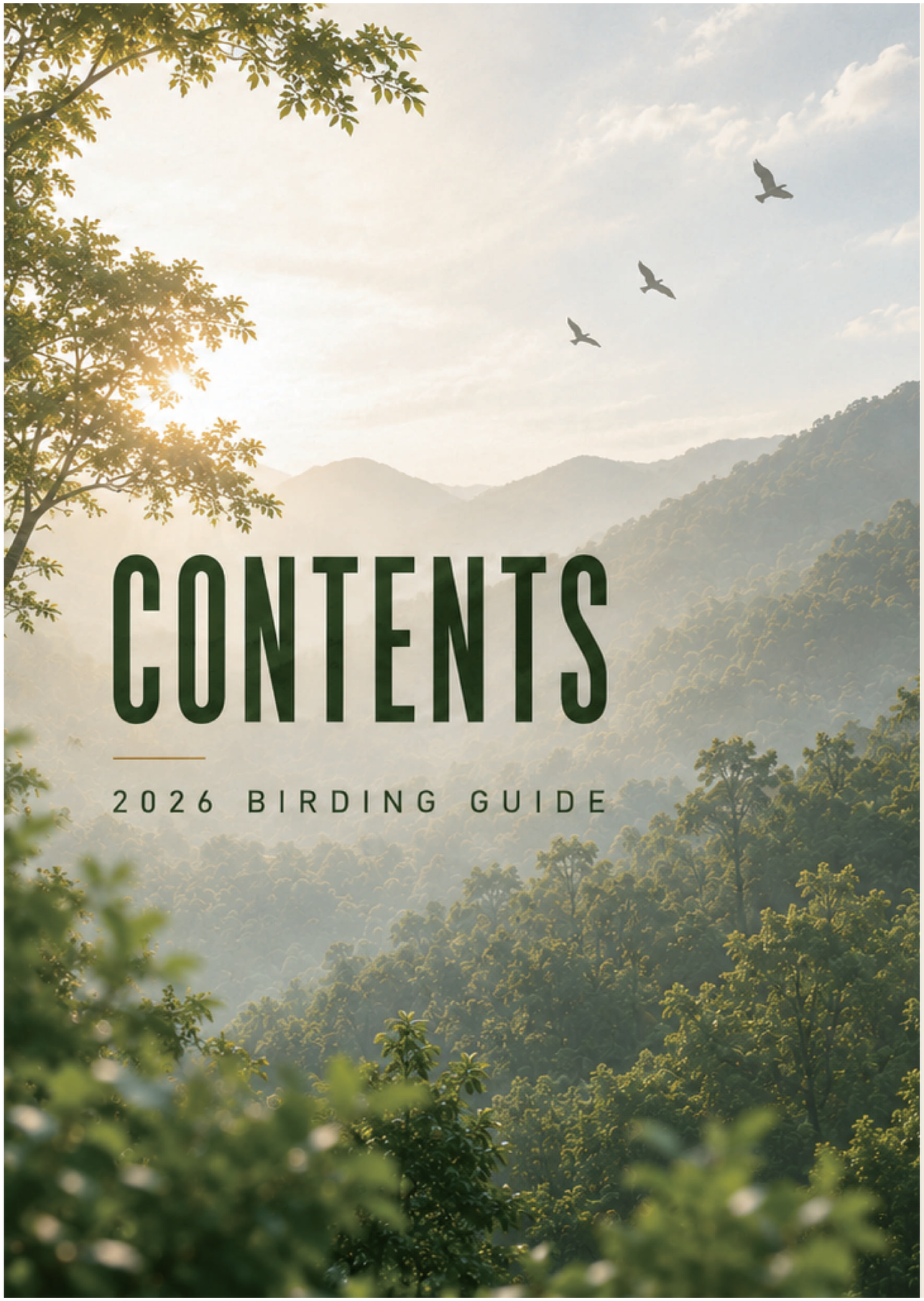
Go for Beauty, Go for Svbony

2026

BIRDING GUIDE & PRODUCT CATALOG

SEE MORE. KNOW MORE. PROTECT MORE

PRECISION OPTICS FOR EVERY BIRDER



CONTENTS

2026 BIRDING GUIDE

01 **INTRODUCTION**
Brand Story
Mission & Vision
P01 – P02

02 **REGIONS, IDENTIFICATION & HABITATS**
Regional Birding Guides
Seasonal Birding Calendar
Species Identification
Avian Behavior Analysis
Habitat Ecology
P03 – P10

03 **OPTICS, APPLICATIONS & SYSTEMS**
Birding Optics Guide
Woodland vs. Wetlands
Observation System
Spotting Scopes
Binoculars
Digiscoping Workflow
Equipment Maintenance
P11 – P18

04 **COMMUNITY & AMBASSADOR PROGRAM**
Birding Community
Join the SVBONY Birding Program
P19 – P20

OUR VISION IN THE WILD

Exploring. Observing.
Connecting with Nature.



EXPLORATION
Every journey begins with curiosity.

OBSERVATION
Every detail reveals the beauty of nature.

CONNECTION
Every moment brings us closer to the wild.

SVBONY
Go for Beauty, Go for Svbony

THROUGH THE LENS, DISCOVERING EVERY HIDDEN WONDER OF NATURE

Since the inception of SVBONY, we have always defined ourselves as "Explorers of Optics." From gazing at the vast expanse of the starry sky to capturing the intricate lives within the forest, the birth of every optical instrument is driven by our relentless pursuit of "Ultimate Clarity."

In the field of outdoor observation, we understand that equipment is more than just a tool — it is the bridge between you and nature. We continuously optimize the optical performance and portability of our gear, dedicated to ensuring that every birding enthusiast can capture fleeting moments of life with exceptional value.

This catalog is SVBONY's commitment to the ecosystem of birding. We do not just provide precision optical instruments; we aspire to grow alongside you, rediscovering the world within the greenery of wetlands, forests, and city parks.

OUR MISSION
Inspire more people to explore and protect our natural world.

OUR PURPOSE
Deliver reliable optical solutions that enhance every outdoor experience.

OUR PROMISE
Quality, innovation, and passion — for every adventure ahead.



01
THE BIRDING MAP & SEASONAL CALENDAR

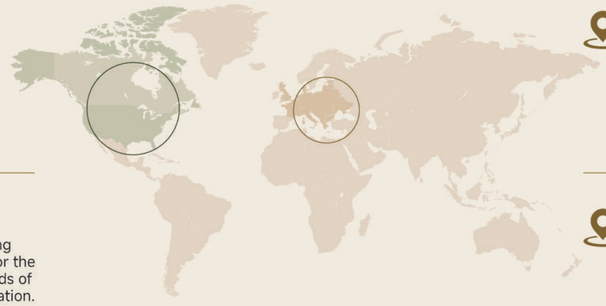
Mastering the Terrain:
Key Destinations in North America & Europe

REGIONAL BIRDING GUIDES

NORTH AMERICA
Wetlands & Flyways

Everglades, Florida
The premier destination for wading birds. Best visited in the dry season (December to April). Look for Roseate Spoonbills and various Herons.

Point Pelee, Ontario
A critical stopover for migrating songbirds. Aim for mid-May for the "warbler fallout" when hundreds of species converge during migration.



EUROPE
Forests & Coastal Habitats

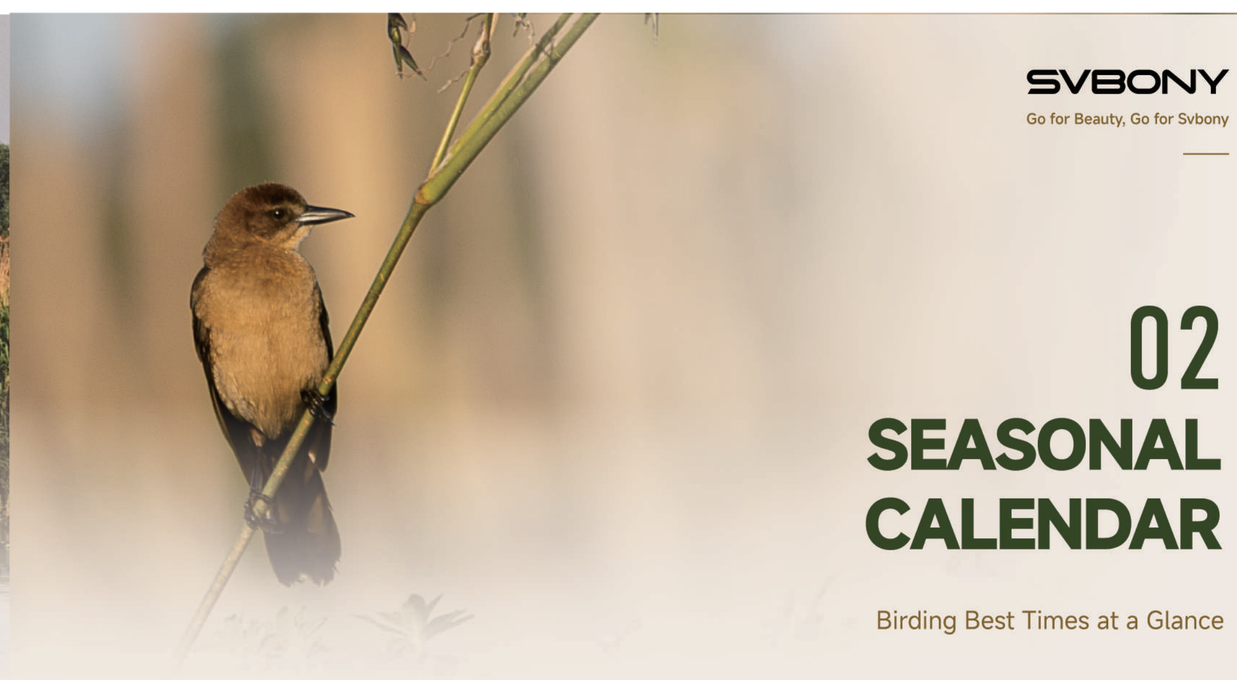
Norfolk, UK
Renowned for coastal marshes and breeding Avocets. Autumn (September to November) offers the best chance to spot migrating waders.

Camargue, France
The iconic home of the Greater Flamingo. Visit in spring or early summer for peak nesting activity in the lagoons.

FIELD TIP

In vast wetlands, visibility is key. Always position yourself with the sun behind your back to reveal true plumage colors.

Coastal birding is dictated by the tide. Always check local tidal charts, birds are most active along the mudflats during low tide as they forage.



02
SEASONAL CALENDAR

Birding Best Times at a Glance

	SPRING (MAR - MAY)	SUMMER (JUN - AUG)	AUTUMN (SEP - NOV)	WINTER (DEC - FEB)
NORTH AMERICA				
Migration Peak (Songbirds)	Peak Migration		Fall Migration	
Wetland Birds (Waders & Waterfowl)	Breeding Season	Breeding & Rearing	Migration	Wintering
Raptors	Nesting	Nesting & Fledging	Migration	Wintering
EUROPE				
Migrating Waders (Coastal Areas)	Spring Migration		Autumn Migration	
Forest Birds (Breeding Species)	Breeding Season	Breeding & Fledging	Post-breeding	Wintering
Seabirds (Coastal Cliffs)	Breeding Season	Breeding & Fledging	Dispersal	Wintering

BIRDING TIP

Bird activity varies with weather, food availability, and habitat conditions.
Use this calendar as a general guide and check local resources for real-time updates.

SVBONY

Go for Beauty, Go for Svbony



03
MORPHOLOGICAL IDENTIFICATION & FIELD SKILLS

Core Logic: The Diagnostic Approach

In the field, observation is essentially a process of elimination.
Instead of attempting to memorize every feather, focus on identifying key Field Marks.

I Bill Morphology: The Ecological Fingerprint

Conical



Short, strong for cracking seeds.

Typical: Finches, Sparrows.

Needle-like



Slim, pointed for probing insects or nectar.

Typical: Warblers, Hummingbirds.

Hooked



Strongly curved for tearing flesh.

Typical: Hawks, Eagles.

Spatulate/Lamellate



Flattened with lamellae for filter feeding.

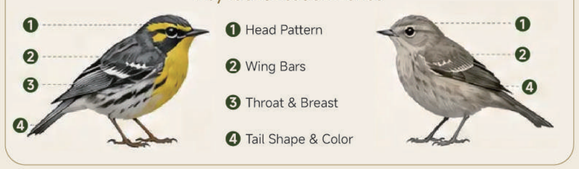
Typical: Ducks, Shorebirds.

II Plumage and Seasonal Dynamics

Breeding Plumage

Brighter, more contrasting colors used for courtship and territory defense.

Key Identification Zones



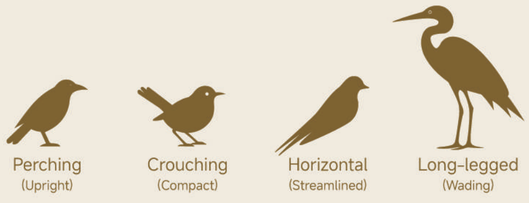
Non-breeding Plumage

Duller, more cryptic colors provide camouflage.

III Posture and Flight Patterns

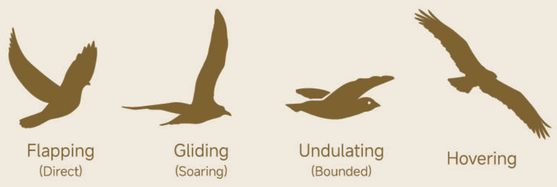
Silhouette Profile

Body shape and posture reveal clues even without color



Flight Trajectory

Wingbeat rhythm, glide, and flight path are highly diagnostic





EXPERT FIELD TIPS

Take Your Time

Rushed IDs lead to errors. Pause, breathe, and observe thoroughly before making a decision.

Use All Your Senses

Listen for calls, watch behavior, and note habitat. Multiple clues lead to confident IDs.

Record and Review

Take notes or photos in the field. Review later to reinforce learning and improve accuracy.

FIELD IDENTIFICATION FORMULA

Use a step-by-step elimination process.

1. OBSERVE

What do you see? Note size, shape, behavior, habitat.

+

2. ANALYZE

Identify key Field Marks (bill, plumage, behavior, voice).

+

3. ELIMINATE

Rule out species that don't match your observations.

+

4. CONFIRM

Confirm with field guides, apps, or additional clues.

ACCURATE ID = OBSERVE + ANALYZE + ELIMINATE + CONFIRM



04
IN-DEPTH ANALYSIS OF AVIAN BEHAVIOR

FORAGING · COURTSHIP · DEFENSE

Core Logic: Predict Behavior Before It Happens.
By understanding key behavioral patterns, you can anticipate where birds will appear and how they will respond.

I FORAGING DYNAMICS - Decoding Energy Acquisition



Probing
Rhythmic bill probing into mud or sand to locate hidden prey zone.



Hawking
Perch -> launch -> catch -> return.
Peak activity at dawn and dusk.



Gleaning
Picking insects directly from leaves and bark while moving through foliage.

BEHAVIOR OBSERVATION CYCLE

Probing Mudflat → **Hawking** Air → **Gleaning** Canopy

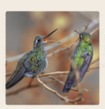


EXPERT FIELD TIPS

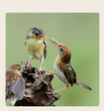
COURTSHIP SIGNALS



Display Flights
Elaborate aerial maneuvers within a core display zone.



Song Perches
Sustained songs from prominent perches.



Food Offering
Male offers food to female, a key sign of pair-bond formation.

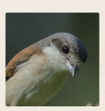
DEFENSE SIGNALS



Freeze Response
Sudden stillness means the bird has detected a threat.



Tail Flicking
Quick tail movements often indicate alarm.



Head Bobbing
Repeated head movements are a warning sign.

OBSERVATION STRATEGY

Freeze Response
Sudden stillness means the bird has detected a threat.

Tail Flicking
Quick tail movements often indicate alarm.

Head Bobbing
Repeated head movements are a warning sign.

BEHAVIOR OBSERVATION FORMULA

A simple 4-step process for smarter birding.

1. OBSERVE
Watch posture, feeding style and movement.

+

2. INTERPRET
Identify courtship or defensive signals.

+

3. PREDICT
Estimate the bird's next behavior.

+

4. OBSERVE RESPONSIBLY
Keep a respectful distance.

PREDICTIVE OBSERVATION TIP

Master the cycle
Move from finding birds to anticipating them.

Movement = Foraging
Birds actively searching for food.

Rhythm = Courtship
Songs and displays follow a pattern.

Alertness = Defense
Vigilance keeps birds safe.



05
HABITAT ECOLOGY & SPECIES IDENTIFICATION

UNDERSTANDING DISTRIBUTION PATTERNS

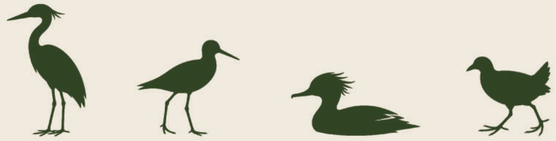
Birds are shaped by where they live. Habitat structure, resources, and climate influence which species occur—and how to identify them.



I WETLANDS

Seasonally flooded or permanently saturated areas with emergent vegetation, open water, and abundant invertebrates.

TYPICAL BIRD FAMILIES



Herons & Egrets · Shorebirds · Ducks & Mergansers · Rails & Gallinules



II DENSE FORESTS

Closed-canopy environments with layered vegetation, high humidity, and diverse microhabitats.

TYPICAL BIRD FAMILIES



Woodpeckers · Flycatchers · Warblers · Thrushes



III GRASSLANDS MEADOWS

Open, sunlit habitats dominated by grasses and forbs with low shrubs or scattered trees.

TYPICAL BIRD FAMILIES



Larks · Sparrows & Buntings · Meadowlarks & Blackbirds · Raptors

SVBONY
Go for Beauty, Go for Svbony

VERTICAL STRATIFICATION

Bird communities are organized in layers. Different species occupy different heights.

CANOPY LAYER
Above the main foliage; tall trees.

MID-STORY
Within the middle foliage layers.

UNDERSTORY
Shrubs, saplings, and dense cover.

GROUND LAYER
Leaf litter, logs, and low vegetation.



Canopy
Hawks, Eagles, Trogons

Mid-story
Flycatchers, Tanagers

Understory
Wrens, Warblers

Ground
Thrushes, Sparrows

ECOTONES & EDGE EFFECTS

Edges between habitats—such as forest-field, water-land, or shrub-grass—create ecotones. These zones have higher diversity and unique species that use multiple habitat types.

HABITAT FIDELITY

Many birds are habitat specialists and show strong fidelity to specific environments. Knowing habitat preferences helps narrow down possibilities during identification.



EXPERT FIELD TIPS

Study the habitat before identifying: Context narrows the list of likely species.
Note vertical position: Where the bird is in the structure is a key clue to its identity.
Scan the edges: Transitions often hold the most bird activity and diversity.
Record habitat details: Include vegetation, water, elevation, and seasonal conditions.

PROFESSIONAL SPOTTING & DIGITAL DIGISCOPING

Strategy: Precision observation and high-quality documentation of rare species.



APO

SA401 APO (25-75x100)

Flagship Precision

Dual ED

Dual ED apochromatic system eliminates chromatic aberration, delivering sharp, color-accurate details of avian plumage.





ED

SV406P (20-60x80)

All-Weather Performance

IPX7

ED glass provides high clarity in wetlands and lakes; IPX7 waterproof rating ensures reliability in harsh environments; compatible with digital eyepieces/cameras for remote documentation.





Entry Level

SV29 (25-75x80)

Entry-Level Utility

Equipped with a Vixen-style dovetail platform for rapid target acquisition, making it a practical choice for birding beginners.





ED

SA401 PRO (15–35×56)

Versatile Performance

IPX7

APO dual ED apochromatic system delivers true-to-life, color-accurate images; 15–35× zoom with wide field of view; lightweight and durable magnesium alloy body for outdoor adventures.



SEE MORE, KNOW MORE.

Experience birds up close with professional clarity.

Crisp Details
Observe fine plumage, behavior, and subtle movements.

Greater Distance
See farther without disturbing the birds or their habitat.

Immersive View
Feel the moment, understand the natural world.

OUTDOOR EXPLORATION & WIDE-ANGLE SEARCHING (BINOCULARS)

Strategy: Portability and rapid scanning for the "first look."



SA207 PRO (8x42)

9.1° FOV

Immersive Birding

9.1° wide flat-field view ensures edge-to-edge clarity, significantly reducing the difficulty of tracking fast-moving birds.





SV202 Series (8x32 / 8x42 / 10x42)

ED Glass

High-Definition ED Observation

Multi Spec

Extra-low dispersion (ED) glass delivers vibrant color rendering during dawn and dusk across 8x32, 8x42, and 10x42 options, assisting in identifying subtle species characteristics.





SA207 (8x32)

IPX7

Compact Agility

1/4" MOUNT

Lightweight magnesium alloy body with IPX7 waterproofing, perfect for long-distance hiking; standard 1/4" mount allows for stable, tripod-mounted bird observation.



WHY BINOCULARS FIRST?

QUICK SCAN
Locate moving birds rapidly with a wide field of view. (Wide Field of View)

WIDE FIELD
Track birds without losing them in the field. (9.1° Flat-Field View)

LIGHTWEIGHT
Carry comfortably all day for any adventure. (Magnesium Body)



WOODLAND MASTERY

FOLLOWING EVERY MOVEMENT IN THE FOREST

Dense woodland is a challenge of light, layers, and speed. Small birds move constantly, appearing for only moments. Wide views, natural color, and smooth tracking help you stay on the subject longer.

TACTICAL APPLICATION IN WOODLANDS

WIDE VIEW. FAST FIND.

so canopies, a wide field-of-view lets you locate birds quickly and keep them in sight as they move. Ideal for warblers, flycatchers, chickadees, and mixed flocks.

SA207 PRO (8x42) / SV202 (8x32)



LIGHTWEIGHT. STAY FOCUSED.

Long forest walks demand gear that disappears in your hands. Compact binoculars reduce fatigue so you can observe longer and notice more.

SV202 (8x32)

FIELD TECHNIQUE

SEE THE WHOLE PICTURE

Scan broad sections of the canopy first. Once movement is detected, follow the bird smoothly and anticipate its next perch. Patience reveals behavior that hurried observation often misses.



1. Scan Wide



2. Lock On



3. Follow Smoothly



WETLAND OBSERVATION

PRECISION AT A RESPECTFUL DISTANCE

Open landscapes require distance, stability, and patience. Spotting scopes reveal subtle behavior and fine plumage details without disturbing the birds.



SEE MORE WITHOUT GETTING CLOSER

Observe feeding patterns, courtship, and flock behavior from hundreds of meters away. Bright, detailed views help you pick up subtle plumage differences and field marks.

SV406P (20-60x80)

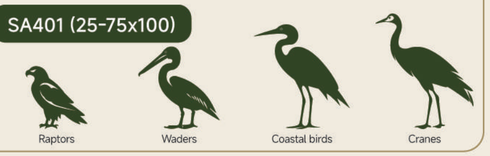




MOBILE PRECISION FOR MOVING BIRDERS

When you relocate often, every second counts. Crisp, color-true views support confident identification during migration surveys and coastal counts.

SA401 (25-75x100)



ETHICAL OBSERVER



Observe Without Disturbing

High-quality optics allow close observation without approaching wildlife. Maintain a respectful distance from nests, breeding colonies, and resting migratory flocks. Your presence should never change their natural behavior.

The Best Observation Is One That Leaves No Trace Of Your Presence

THE BIRDING WORKFLOW



1. SCAN
(BINOCULARS)



2. OBSERVE
(SPOTTING SCOPES)



3. IDENTIFY



4. RECORD
(SC002 WIRELESS EYEPIECE)



THE PROFESSIONAL OBSERVATION SYSTEM

A COMPLETE ECOSYSTEM FOR SERIOUS BIRDERS

From quick roadside stops to long hours in the field, SVBONY accessories work together to build a stable, comfortable and efficient observation system—helping you see more, learn more and share more.

BUILD YOUR BIRDING SYSTEM

01 MOBILITY KIT
Fast Observation
On the Go



SA207 Pro Binoculars +  SV111 Adapter +  SV126 Window Clamp

Stable support from your car window for quick stops and roadside birding.



02 WETLAND OBSERVATION KIT
Stable Viewing
Longer and Further

 SV406P Spotting Scope +  SA402 Fluid Head Tripod

Smooth, stable tracking for long sessions in wetlands, lakesides and open fields.



03 PORTABLE OBSERVATION KIT
Capture Details
Share Instantly

 SV202 Spotting Scope +  SV111 Adapter +  SV101 Tripod

A lightweight system for digiscoping and on-the-go documentation.



DIGITAL OBSERVATION SYSTEM

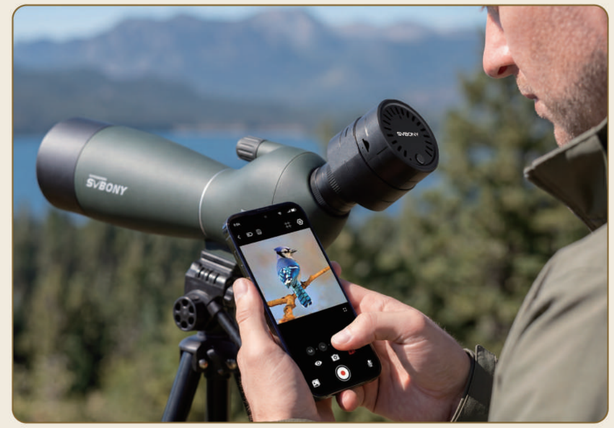
Observe. Connect. Capture. Share.

SC001 & SC002 WIRELESS DIGITAL SOLUTION

Transform your spotting scope into a wireless digital system. Real-time preview, smooth streaming and simple sharing—right from the field.



SC001 Wireless Camera & SC002 Wireless Electronic Eyepiece)



DIGISCOPING WORKFLOW: OBSERVE → CONNECT → CAPTURE → SHARE

Observe
Find your target in the field

Preview
Live view on your smartphone.

Capture
Record photos or videos.

Share
Share instantly with others.

REAL-TIME PREVIEW ON YOUR SMARTPHONE

High-quality live view
up to 10m (32ft)*
Perfect for observation,
tracking and digiscoping.
(* Unobstructed environment)





EXTEND YOUR VIEW

Connect to a tablet or laptop for a larger view and easier sharing or field documentation.



OPTICAL CARE

Precision Maintenance for Your SVBONY Gear

Essential Care Practices

LENS CARE FOR HIGH-PERFORMANCE GLASS

Use a blower or soft brush first, then microfiber cloth with lens solution



Blow Away Dust
Use a blower to gently remove loose dust and debris.



Clean with Care
Apply lens solution to a microfiber cloth, then wipe gently in circular motions.



Final Inspection
Check for smudges or spots and ensure crystal-clear visibility.

MECHANICAL PROTECTION

SVBONY IPX7 waterproof rating, rubber armor protection



IPX7 Waterproof
Built to perform in wet conditions with IPX7 waterproof rating.



Shock-Resistant Armor
Rubber armor absorbs impact and provides a secure, non-slip grip.

DAILY HANDLING TIPS

Always use neck straps, avoid touching lens surfaces directly



Proper Grip
Hold the body, not the lens, to avoid fingerprints and smudges.

Use Neck Strap
Always use the included strap to carry your optic safely.

Avoid Direct Contact
Do not touch lens surfaces with fingers.

PRO-TIP :
THE FIELD PROFESSIONAL'S MAINTENANCE KIT

Essential tools for peak performance in any environment



1. **MICROFIBER CLOTH**
Ultra-soft, lint-free cleaning

2. **AIR BLOWER**
Removes dust without contact

3. **LENS PEN**
Dual-tip design for precision cleaning

4. **SILICA GEL PACK**
Moisture absorption for storage

5. **PROTECTIVE CASE**
Hard shell with custom foam insert

LONG-TERM STORAGE GUIDE

Store in cool dry place, use desiccant packs, check quarterly



Organized Storage
Use the custom case to keep all components secure and protected.



Use Desiccant Packs
Place silica gel packs in the case to absorb moisture.



Check Quarterly
Inspect your gear and replace desiccant packs every 3 months.

JOIN SVBONY OFFICIAL GLOBAL BIRDING AMBASSADOR

Recruiting Birding Ambassadors Worldwide



1. ABOUT US

From mountains to wetlands, from forests to coastlines — SVBONY connects birders worldwide to share, inspire, and protect the places birds call home.

2. JOIN US IF YOU ARE

Birding Creator

Outdoor & birding creators on YouTube, IG, TikTok, or Blogs. Share real optics testing and storytelling.

Bird Photographer

Photographers capturing stunning nature visuals to prove optical clarity and species beauty.

Community Leader

Facebook Group admins, Reddit moderators, & birding club leaders who unite local enthusiasts.

Birding Enthusiast

Active community members eager to explore the outdoors and share authentic field insights.

3. WHAT YOU CAN GET?

Product Experience

Try SVBONY flagship optics and share your real experience.

Official Recognition

Gain official ambassador recognition and exclusive benefits.

Global Community

Connect with birders worldwide and grow together.

Future Opportunities

Unlock collaboration projects, early access, and more.

SVBONY
Go for Beauty, Go for Svbony

4. AMBASSADOR JOURNEY

LV1 — Birding Explorer
Start your journey and explore the world of birds.

LV2 — Birding Contributor
Share valuable content and help inspire more birders.

LV3 — Silver Birding Ambassador
Recognized for your impact and leadership.

LV4 — Gold Birding Ambassador
Top ambassador with outstanding contribution and influence.

Your contribution and influence will determine your ambassador journey.



5. HOW TO APPLY

Step 1
Send an email to
pr@svbony.com
Subject: 【Ambassador Application】- Name - Country

Step 2
Receive auto-reply and complete the 3-minute screening form.

Step 3
1-on-1 match & verification by SVBONY Regional Coordinator.

Step 4
Receive flagship gear, create content, and level up!

6. JOIN OUR FACEBOOK BIRDING COMMUNITIES

SVBONY Official Birding Community

SVBONY Official Website

SVBONY Birding Community Asia

