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2012 Outdoor Retailer Summer Market Sheds Light on New Tech, New Gear, New Opportunities

Featuring: SS13 Hydraulics™ Collection

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### 2012 Outdoor Retailer Summer Market Sheds Light on New Tech, New Gear, New Opportunities

As a member of the outdoor industry, I receive a few perks from time to time. I get to see a lot of new gear and technology before it all hits the shelves. Not only that but I also get to test and review a lot of this stuff. But, the twice-a-year Outdoor Retailer Show is more than just backpacks and pocket knives; it's also about a community of people who all believe in the spirit and power of the outdoors. On Aug. 2-5, we all gathered in the name of Mother Nature and kick-ass gear. So, how did I fair at my first summer OR show? The good news: I met with more than 40 companies—all manufacturing great products and generating creative ideas. The bad news: I only scratched the surface.

Osprey featured a new hydration reservoir that has a panel that conforms to the user's back and has a handle for carrying (plus a few more bells and whistles).

