

THE SP



A NEW OPTION FOR EYE DOMINANCE PROBLEMS BY DANA FARRELL

Steve Randles picked up a shotgun later in life after having spent most of his leisure time riding motorcycles as a hobby. Looking for “something safer to fill the weekends”, he became a student of sporting, quickly rising through the ranks to AAA level in his native England. Initially buoyed by his competitive success, his scores plateaued at around an 85 percent average. He wondered why that was.

Frustrated after a very dismal outcome at a particular shooting event, Steve attempted a few 40 yard crows without success. Birds that he should have been crushing were consistently missed, one after another, until on a whim he closed his left eye before pulling the trigger. He immediately started

dust balling the birds. He then realized his left eye was sometimes taking over, causing this baffling inconsistency on the shooting field.

Analyzing the Issue

Steve’s eye dominance situation proved to be dynamic — it came and went without rhyme or reason

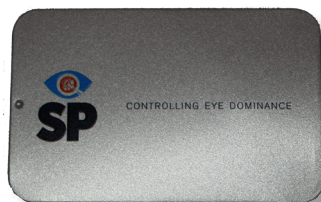
— sometimes dependent upon the target presentation, or even the particular day. Extensive testing revealed he was still primarily right eye dominant, but his dominance could shift unexpectedly. He knew he could no longer be certain his left eye wouldn’t take over when shooting.

A mechanic design engineer by trade, Steve prides himself in solving complex problems, so he set about researching the complexities of the eye-brain relationship and read several scientific journals on the subject. Learning how the eye reacts to stimulus became the impetus to Steve’s eye dominance product invention he named the SP.

After installing the SP on his barrel, Steve says his average



steadily climbed to 88 percent that first season. He started winning again and soon carded a 98/100. He was back on top with several podium finishes and enjoyed his best season to date. His shooting was firmly back on track and he was convinced his new device



THE SP COMES IN A KIT, ALONG WITH INSTRUCTIONS, AN ALCOHOL WIPE AND EXTRA ADHESIVES



**THE SP IS A
SMALL,
UNOBTUSIVE
DEVICE**



could also help others who were plagued with same kind of eye dominance issues.

The SP

The SP is a small black paraboloid (3D ellipse) shaped attachment that is attached by two-sided tape on the right side mid-rib (for right-handed shooters), approximately one inch from the muzzles. When mounted correctly it should be visible by the “shooting eye”, but not the other. The idea is that it is seen in the peripheral vision of the

correct eye and subconsciously urges the brain to use the image from that eye when shooting. Steve emphasizes that it is not to be focused on or used as a sight. It's subtle and it's not always obvious it's working on some targets, Steve says, “but it is.” He has won over the confidence of several good shooters and instructors, here in the U.S. and across the pond, who swear by it and are willing to go on record advocating its effectiveness.

Eye dominance problems are among the most frustrating issues affecting some shooters. A solution that advocates two-eyed shooting, as opposed to occluding one eye, is definitely worth a close look. The SP sells for 39.99 English pounds, or around \$50 American.

You can view Steve Randles' story and the SP at shootsp.co.uk ■

PENDING AD?

SP Testimonials

ANDREA SEEFELDT KNIGHT

“I've struggled with eye dominance issues, like most female shooters. With the help of Anthony Matarese, I've tried all of the gimmicks, including one eye, squinting, dots, spots, sights, blinders, rail, etc., with limited successes. Most 'fixes' have drawbacks or other unintended side effects. I found the SP on Facebook last year, applied it a week before the U.S. Open with fantastic results (Lady Champ Long Bird FITASC and tied 3rd Lady FITASC, Silver ICTSF World Championship Ireland to name a few) It has helped me tremendously, working subliminally without any side effects. It's great to shoot with both eyes wide open and no obstructions.

“After using it for a while, I tried it with my students. I have a lot of female students, so that means I've seen a lot of eye dominance issues. I've had great success with men and women who have central or partial dominance issues. Some of my more experienced clients that had been shooting with a spot for years, loved changing to the SP and having full use of both eyes.”



CHRIS BATHA

“I have experimented with SP for myself and a couple of clients, and have had good results. As an example, rabbits have always been my nemesis — there are days when I dust them and days when I miss them! I had been closing the off eye — almost rifle shooting rabbits, but the major issue was if there was an unexpected bounce I often overreacted and poked and hoped. After installing the SP I am back to running rabbits with both eyes open and crushing them on all presentations!

“I make my living giving instruction on both sides of the pond. After my personal light bulb moment with SP, I saw a client who had a strong eye dominance issue. He had been to several coaches over the years and had really good fundamentals, a well fitted shotgun and had put a lot of time and practice into his shooting. He had tried closing the one eye, the shot spot, blinking or dimming the eye and all worked to a degree but often resulted erratic scores and frustration. I suggested the SP, installed it (which is a breeze), then spent the day starting on some incoming teal. From the get-go he was centering them, resulting in puffs of dust. It was a transformation from erratic frustration to target eradication.

“I am a lay person do not know how it works but know that it does work! I have since been suggesting it to both shooting friends and clients alike.”

