



Product Announcement

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INTRODUCING

AttackPRO™ 300

- Public Announcement on **09/1/2026**
- Review of:
 - Product information
 - Competitive advantages & comparisons
 - Update on what to expect next from Seek



Key Product Improvements

- **Eagle Core Sensor Platform**

Next-generation image quality with Mixed Gain technology

- **Industry-Leading Frame Rate**

60 Hz imaging for smoother scanning on the fireground

- **Improved Image Quality**

Clearer image interpretation in both low and high temperature scenes

- **Simplified Lineup**

Less confusion, easier ordering, and a clearer TIC selection process

- **More Customer Value**

Now included: the Seek Assured Warranty no questions asked



MSRP: \$6,525
CDN

What Stays The Same

- **Mixed Gain Technology**

True point and shoot. Pixel-by-pixel gain adjustment, no image freeze, no forced gain switching

- **Fireground Proven Durability**

IP67 / 2-meter drop resistance

- **Tried and True Design**

Zero retraining for departments already with Seek

- **Accessory Compatibility**

Existing truck chargers and desktop chargers will work



AttackPRO Series Lineup



AttackPRO
\$4,725



AttackPRO S
\$5,355



AttackPRO VRS
\$6,085



NEW



AttackPRO 300
\$6,525
September 2026



AttackPRO +
\$6,805
NFPA 1930 Certified

AttackPRO 300 Key Specs

Key Specifications	
Thermal resolution	320 x 240
Frame rate	60 Hz
Field of view	57° x 42°
Detection range	-4 to 1200 °F (-20 to 650 °C)
Thermal sensitivity	< 30 mK
Image modes	Fire (Ti Basic, Ti Basic+), Survey
Media capture	Image and video capture with dedicated third button
Runtime	5.5 hours
Display	640 x 480 backlit LCD
Camera configuration	Enable / disable features Add your dept. custom splash screen
Warranty	Seek Assured™ warranty included

NEW

NEW

NEW

NEW

NEW

NEW

NEW

NEW

SKU: FQ-PEAEX



Key Selling Points

- **Best-in-Class Image Quality** - The Eagle Core sensor delivers sharper detail and clarity across the full temperature range, from cool hallways to the seat of the fire.
- **Mixed Gain Technology** - Displays high-heat and low-heat regions of a scene at the same time, with no freezing and no mode-switching.
- **60Hz Frame Rate** - More than double the previous generation, for smoother, faster-scanning performance in critical moments.
- **Simple to Operate** - Intuitive interface + full configurator control gives every department exactly the camera they need,
- **Seek Assured Warranty Included** – No questions asked, breaks it we fix it: the 5-year Seek Assured Warranty comes standard, no add-on required

Hardware Design Updates

- **Redesigned battery-door latch**

Easier to open with gloved hand

- **Upgraded 640 × 480 display**

Improved screen resolution

- **Dedicated media capture button**

Mirrors FirePRO 300 design

- **Larger protective sensor window**

Easier to clean while wearing gloves

- **Image and Video Timestamping**



Button Commonality with FirePRO 300

AttackPRO 300



1. Power on/off. Return to Ti Basic
 2. Record video / capture images
 3. Flashlight. Change mode
- Press 1+3 together to quickly change modes

FirePRO 300



1. Power on/off. Return to Ti Basic
 2. Record video / capture images
 3. Flashlight. Change mode
- Press 1+3 together to quickly change modes

Improved Image Quality

- **Sharper object definition**

Enhanced edge processing improves image crispness and makes scene features easier to distinguish in low- to moderate-temperature environments.

- **Significantly improved clarity below 300°F (150°C)**

Firefighters, floor surfaces, and structural details remain more clearly defined than on previous AttackPRO models.

- **Improved colorization**

Preserves more visible detail across changing temperature zones.



Configurator

**BUT WAIT,
THERE'S MORE.**

Configurator functionality for FirePro 300

Firmware update available September 1st for fielded units.

Customize & simplify training and support with the browser-based **Product Configurator**
Standard on AttackPRO 300 and FirePro 300 only

Feature

Custom department splash screen - Departments can now add personalization at power-on

Video recording

Auto-start video recording

Image capture

Survey Mode

Ti BASIC+

Flashlight functionality

Startup Mode Persistence – when enabled, camera will turn on in the last mode it was turned off in.

seek thermal Fire Products Configurator

Disconnect Save Changes

System Settings

Temperature Units

☒ °F ☐ °C

Time/Date Synchronization

Device Features

Video Recording ☒

Auto-start Video Recording ☐

Image Capture ☒

Survey Mode ☒

Ti Basic+ Mode ☒

Flashlight ☒

Startup Mode Persistence ☐

Device Information



• Device Connected - AttackPRO

MODEL
AttackPRO 300

SERIAL NUMBER
4-000-D10-854

FIRMWARE VERSION
S1.00.1.3

Custom Splash Screen ☐

Download Configuration

What's in the Box

- AttackPRO 300 camera
- Battery (2 pcs.)
- Gear Keeper retractor
- Battery desktop charger & power supply
- USB-C cable tool
- Printed documentation



AttackPRO 300



Retractor



USB Tool (firmware updates and file transfer)



X2 batteries



Desktop charger and region plugs

Batteries and Charging

AttackPRO 300 uses a new battery designed to support its higher-performance platform

- **Legacy AttackPRO batteries are not compatible** with AttackPRO 300 due to a mechanical interlock
- The new battery is **black** for easy identification
- Provides up to **5.5 hours of runtime**

Charging accessory compatibility

- AttackPRO 300 and the new battery are compatible with the existing Truck Charger
- The new battery is compatible with existing desktop chargers



The **Seek Assured** Warranty

Now included!

Warranty coverage for 5 years

5-year full camera / 10-year sensor / 2-year battery

No questions asked - no more add-on warranty required for full coverage, now built in

Full coverage, no exclusions - break it, we fix it, no service bills

Competitive Landscape vs FLIR 75



AttackPRO 300	
MSRP	\$ 4,499 USD
5 year No Questions Asked Warranty included	YES
Resolution	320 x 240
Sensitivity	< 30mK
Dynamic Range	Mixed Gain
	-4°F to 1200 °F (-20°C to 650 °C)
FOV	57° x 42°
Frame Rate	60 Hz
Video & Image Capture	Yes
Battery Life	5.5 hrs
Video streaming	No
Display	640x480 3.5”LCD
Image Modes	Fire, Survey

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K75	
MSRP	\$5,049 USD
5 year No Questions Asked Warranty included	No
Resolution	320 x 240
Sensitivity	< 60mK
Dynamic Range	Single Range Solution
	-4°F to 1200 °F (-20°C to 650 °C)
FOV	53° x 40°
Frame Rate	30 Hz
Video & Image Capture	Yes
Battery Life	4 hrs
Video streaming	Yes
Display	640x480 4”LCD
Image Modes	Basic, Search, Detection, High Heat, White Hot

Competitive Landscape Overview “In USD”

Specification	Seek AttackPRO 300	FLIR K55	FLIR K75	FLIR K85	Bullard DXT	Bullard QXT PRO	Bullard NXT PRO	AVON MiTIC 320
Price (USD)	\$4,499	\$5,599	\$5,049	\$5,999	\$5,800	\$7,600	\$8,400	\$8,000
Resolution	320×240	320×240	320×240	640×480	320×240	640×480	640×480	320×240
Frame Rate	60 Hz	60 Hz	30 Hz	30 Hz	60 Hz	60 Hz	60 Hz	60 Hz
Thermal Sensitivity (NETD)	<30 mK	<30 mK	60 mK	60 mK	60 mK	50 mK	50 mK	60 mK
Gain Control System	Mixed Gain Technology	Dual Gain Switching	Single Gain	Single Gain	Seamless Gain Transition	Seamless Gain Transition	Seamless Gain Transition	Tri-Mode (3 separate gains)
Field of View	57° × 42° (widest)	51° × 38°	53° × 40°	53° × 40°	50° × 40°	50° × 40°	50° × 40°	50° × 35.7°
Dynamic Range	-4 °F to 1202 °F (-20 to 650C)	-4 °F to 1202 °F (-20 to 650C)	-4 °F to 1202 °F (-20 to 650C)	-4 °F to 1202 °F (-20 to 650C)	Up to 1022 °F (-20 to 600C)	Up to 1200 °F (-20 to 650C)	Up to 1200 °F (-20 to 650C)	-40 °F to 2000 °F(-40 to 1100C)
Video Recording	Yes	Yes	Yes	Yes	Yes (Adv. Pack only)	Yes (Adv. Pack only)	Yes (Adv. Pack only)	Yes
Image Capture	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Imaging Modes	Fire (Ti BASIC, Ti BASIC+) Survey	Basic, Black & White, Fire, Search and rescue , Heat detection	Basic, Search, Detection, High Heat, White Hot	Basic, Search, Detection, High Heat, White Hot	Normal Mode Super Red Hot Mode Thermal Throttle Hot/Cold Spot Tracker	Normal Mode Super Red Hot Mode Thermal Throttle Hot/Cold Spot Tracker	Normal Mode Super Red Hot Mode Thermal Throttle Hot/Cold Spot Tracker	Fire, Overhaul, Size-up, White Hot, Missing Person, Heat Seeker , Colder Seeker
Configurator	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Other Features	N/A	N/A	Wi-Fi Streaming to app	Wi-Fi Streaming to app	N/A	N/A	N/A	N/A
Battery Life	5.5 hrs	4 hrs	4 hrs	4 hrs	8.5 hrs (Integrated)	6.5 hrs (Integrated)	6.5 hrs (Integrated)	4 hrs
Display Size	3.5"	4"	4"	4"	3.5"	3.5"	3.5"	2.7"
Ergonomics	Pistol Grip	Pistol Grip	Pistol Grip	Pistol Grip	Angled Housing	Angled Housing	Angled Housing	Compact Palm Design
Warranty	5 yr camera / 10 yr sensor / 2 yr battery	5 yr camera / 10 yr sensor / 2 yr battery	5 yr camera / 10 yr sensor / 2 yr battery	5 yr camera / 10 yr sensor / 2 yr battery	5 yrs camera + battery	5 yrs camera + battery	5 yrs camera + battery	5 yr camera / 10 yr sensor / 2 yr battery
Key Technology Advantage	Mixed Gain = no image freeze; continuous colorization	Dual Gain Switching	Single Gain	Single Gain	Seamless Gain Transition	Seamless Gain Transition	Seamless Gain Transition	Tri-Mode Gain Switching
Primary Strengths	Mixed gain, Wide FOV, low price, replaceable long-life battery, ease of use	High frame rate, image quality, brand trust	Single Gain, tried and tested design, Wi-Fi connectivity, aggressive price	640 × 480, Single Gain, tried and tested design, Wi-Fi connectivity, aggressive price	Long battery life, rugged	High resolution flagship, rugged, good image quality	NFPA certified, High resolution flagship, rugged, good image quality	Compact, lightweight design

AttackPRO Family Transition

September 1st

- AttackPRO 300 launches
- Seek will provide dealers with a launch promotion, more info coming soon

September 1 – October 31

- Legacy AttackPRO, AttackPRO S and AttackPRO VRS available only for existing fleet expansion projects
- Orders accepted while component inventory remains
- Dealer stocking orders will not be accepted

After October 31

- All new opportunities transition to AttackPRO 300
- AttackPRO+ remains available for departments requiring NFPA 1930 certification

FAQS

- **What is the storage capacity?**

- Approximately 10 hours of video, 5000+ images (total number depends on the combined total of images and videos)
- Continuous video recording with 5minute clips