



# EYEWEAR EVOLUTION OF DRIVING SUNWEAR OF DRIVING TASK



Written language introduced  
Gutenberg invents printing press  
Mass literacy influences human development  
Automobile invented  
More time for outdoor activities



Ancient Native sunwear  
Nero observed gladiators through emerald stone  
First glasses created  
Benjamin Franklin invents Bifocal lenses  
Edwin Land invents polarizers  
First plastic lens introduced

## OVERCAST LOW LIGHT CONDITIONS



**COLOR**  
designed to maximize useful light information reaching the eye

**POLARIZED**  
to remove glare that would otherwise destroy vision in low light conditions

## DAYLIGHT DRIVING CONDITIONS



**COLOR**  
Designed to both remove excess light and provide good traffic signal recognition; highlighting the reds and greens

**POLARIZED**  
to remove glare for safe driving vision

## BRIGHT LIGHT OUTSIDE CONDITIONS



**COLOR**  
designed for maximum filtration of excess light so that the eye does not get saturated

**POLARIZED**  
to provide maximum comfort in high light conditions

## DRIVEWEAR

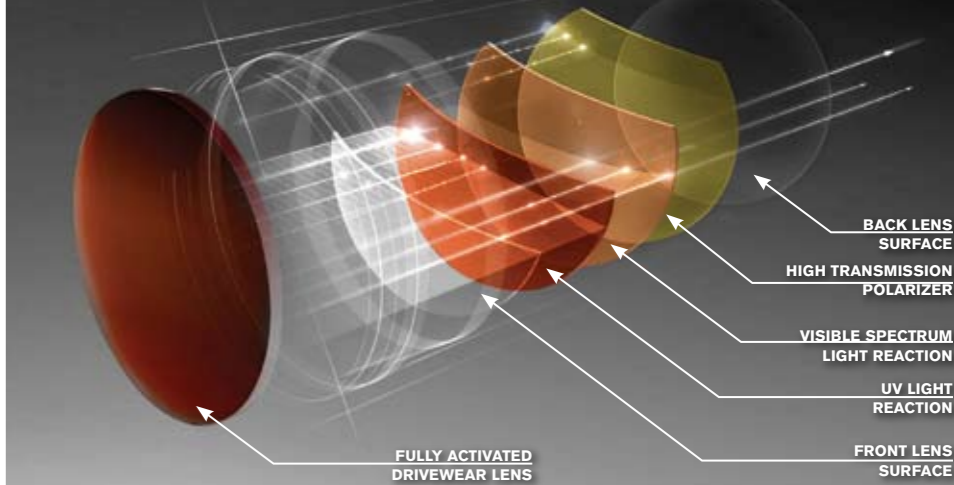
The Drivewear lens engine is powered by using two of the most advanced technologies found in the eyeglass industry today - Transitions™ Photochromic dyes and NuPolar polarization technology.

After years of development, these two technologies have been intelligently combined resulting in the ultimate lens for driving... Drivewear.

Today Drivewear represents the highest utilization of technology of any lens ever introduced into the optical industry.

Drivewear is so advanced and novel that multiple patents have been filed on this invention.

## ENGINE





Sunwear becomes top fashion accessory



Danger of UV light recognized



Sports and outdoors lifestyle



Driving becomes an integral part of life

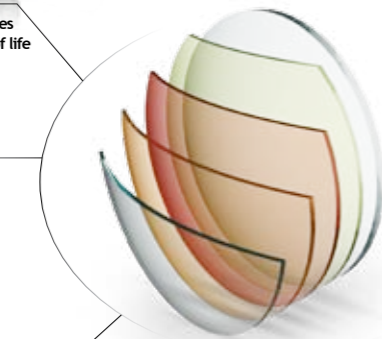
# DRIVEWEAR



1<sup>st</sup> plastic photochromic lens invented



Polarized Rx lens introduced



**DRIVEWEAR**  
a new lens category created

## DRIVEWEAR™

The only polarized photochromic lens that darkens outside as well as behind the windshield of a car.

## FEATURES

- reacts to different weather and light conditions from overcast to bright light by utilizing visible, as well as UV light
- enhances the eyes' natural functions to provide optimum vision
- high efficiency Polarizer that blocks blinding glare
- available in your Rx



# DRIVEWEAR™

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# FINALLY LENSES WHICH CHANGE TO FIT



## THE WAY YOU DRIVE AND LIVE.



DRIVEWEAR™