



SMITH

ChromaPopTM

The world's most advanced polarized lens



The experience
is everything.™

LIFE IS BETTER BEYOND WALLS

While others speak of safety, wanderlust or product as art, our 50 years of experience has helped us perfect what really matters – amplifying the thrill of human experience. Everything we do, every pillar in our character, and every product we develop delivers on this simple idea.

ChromaPop™

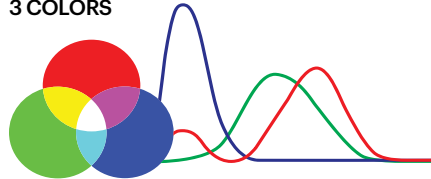
THE WORLD'S MOST ADVANCED POLARIZED LENSES.

Chromapop™ polarized lenses provide the highest level of enhanced color and clarity. See true color and razor sharp definition.



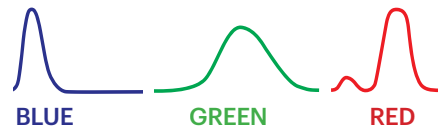
How *ChromaPop*™ works.

1. YOUR EYE PERCEIVES LIGHT THROUGH 3 COLORS



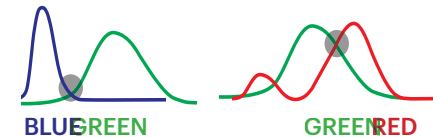
2. COLOR BEHAVES LIKE A WAVE

Individual BLUE, GREEN, and RED wavelengths are easily recognized by the eye.



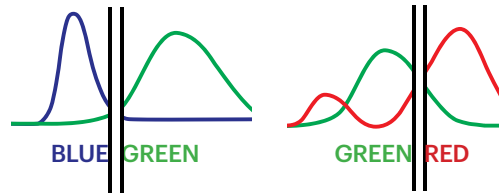
3. COLOR CONFUSION OCCURS NATURALLY

Where color wavelengths crossover, the eye has trouble distinguishing color.



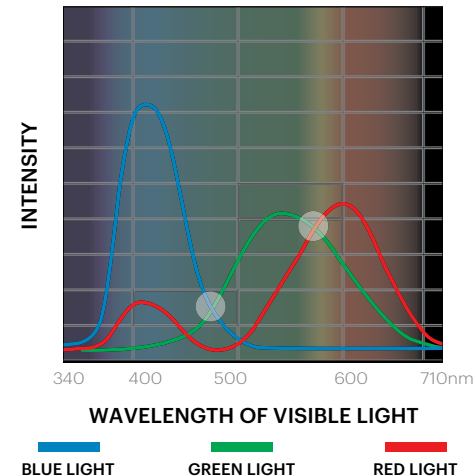
4. CHROMAPOP™ FILTERS OUT COLOR CONFUSION

Through our proprietary ChromaPop™ lens technology, we can eliminate the confusion by filtering light at those specific areas. We create greater definition and distinguish colors quickly and more vividly.



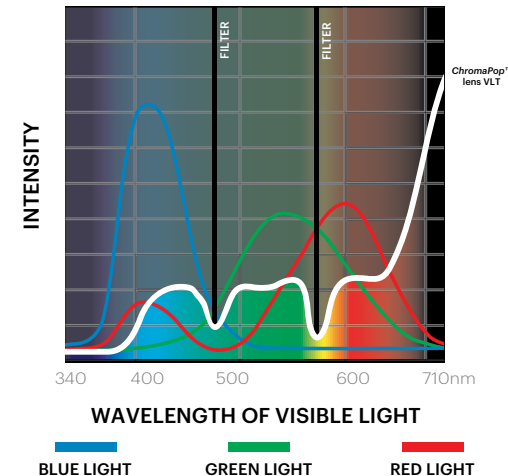
VLT: COLOR UNMANAGED

Where light waves intersect color confusion is created. The eye has trouble making sense of color and definition at these wavelength measurements.



VLT: COLOR MANAGED BY CHROMAPOP™

By specifically filtering light that reaches the eye, color confusion is decreased. Color becomes more vivid and saturated. Along with color saturation, clarity and definition are improved.



SCIENTIFICALLY ADVANCED CHROMAPOP™ LENS MATERIAL

ChromaPop™ lenses employ a unique combination of patented color management and polarization techniques. The result is a lens that delivers dynamic color, exceptional clarity and high contrast.

This advanced material can accept the sophisticated dyes and tints needed to create our proprietary visual experience. Meaning *ChromaPop™* delivers high contrast, select color filtering and color enhancement better than other lens materials commonly used in sunglass and prescription sunglass lenses. Known throughout the industry for ophthalmic grade optics and superior performance, *Trivex®* is the material that powers the *ChromaPop™* lenses.

This gives *ChromaPop™* lenses a visual acuity approaching glass, with benefits that surpass other materials.

OPHTHALMIC QUALITY BACKSIDE ANTI-REFLECTIVE (A/R) COATING — SIX LAYERS

Ophthalmic grade backside Anti-Reflective (A/R) coating for improved vision and prevention of bounce back glare and internal reflections.

HYDROLEOPHOBIC FRONT AND BACKSIDE COATINGS

Delivers a super slippery, smooth, easy to clean surface that repels water and debris.

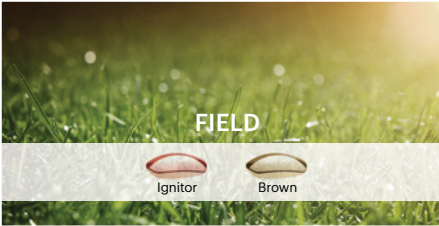
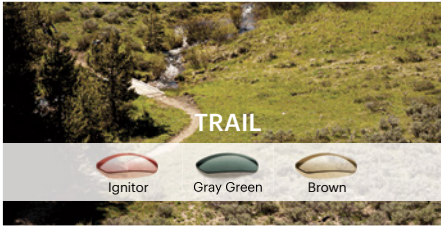
Highly scratch resistant, hydrophobic (water repellent), super slippery, debris resistant and anti-static.

CHROMAPOP™ LENS CONSTRUCTION



- Frontside Hydroleophobic Hard Coating*
- ChromaPop™ Scientifically-Advanced Lens*
- Film-Free Polarized Coating*
- Ophthalmic Quality Anti-Reflective (A/R) Coating*
- Backside Hydroleophobic Hard Coating*

Which *ChromaPop*™ lens is right for you?



CHROMAPOP™ POLARIZED LENSES

The most visually stimulating lens in the world. A proprietary combination of patented polarization and color management technology creates incredible clarity. ChromaPop™ lenses maximize color and contrast by improving the speed of visual processing so you see truer color, faster.

Medium / Bright



CHROMAPOP™ POLARCHROMIC IGNITOR VLT : 12-20% CATEGORY : 3-2

Excellent for use in environments where shifting light conditions are present.

Bright



CHROMAPOP™ POLARIZED PLATINUM VLT : 14% CATEGORY : 3

Suited for cloudless, bright-light conditions.

Medium / Bright



CHROMAPOP™ POLARIZED BROWN VLT : 14% CATEGORY : 3

Perfect for the beach at sea level, or along the shores of an alpine lake.

Medium / Bright



CHROMAPOP™ POLARIZED GRAY GREEN VLT : 16% CATEGORY : 3

Suited for all day use hiking trails or walking the streets.

Bright



CHROMAPOP™ POLARIZED BLUE MIRROR VLT : 14% CATEGORY : 3

Preserves true colors and a multi-layer blue mirror, this lens is best suited for cloudless, bright-light conditions.

Bright



CHROMAPOP™ POLARIZED BRONZE MIRROR VLT : 15% CATEGORY : 3

The *ChromaPop*™ Polarized Bronze Mirror lens is the ultimate in rich, crisp color enhancement.



CHROMAPOP™ POLARIZED BROWN

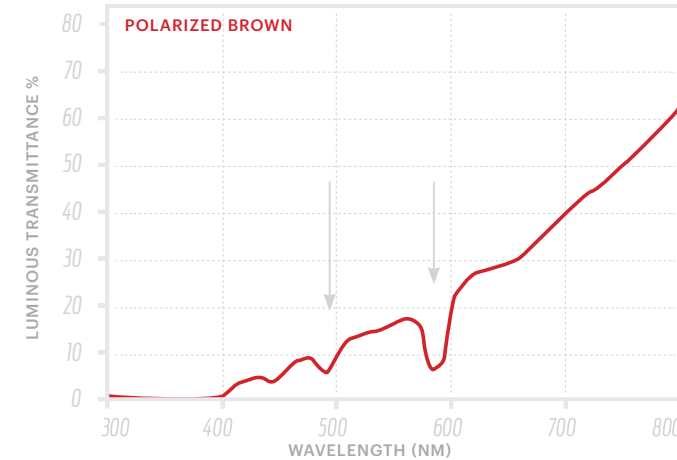
VLT : 14% CATEGORY : 3

The *ChromaPop™* Polarized Brown lens experience is one of crisp optical clarity with enhanced contrast and amplified colorations. Perfect for the beach at sea level, or along the shores of an alpine lake. Anti-Reflective (A/R) mirror coating eliminates back glare. Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop™* lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



CHROMAPOP™ POLARIZED GRAY GREEN

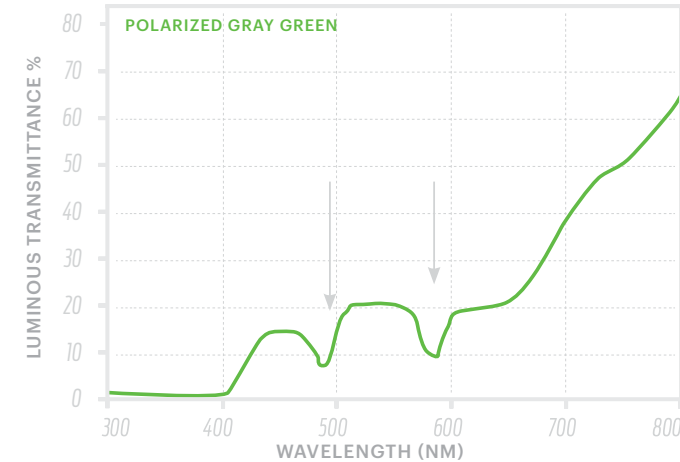
VLT : 16% CATEGORY : 3

The *ChromaPop*™ Polarized Gray Green lens produces precise optical clarity complimented by a rich, vivid color experience. Suited for all day use hiking trails or walking the streets. Anti-Reflective (A/R) mirror coating eliminates back glare. Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop*™ lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



CHROMAPOP™ POLARCHROMIC IGNITOR

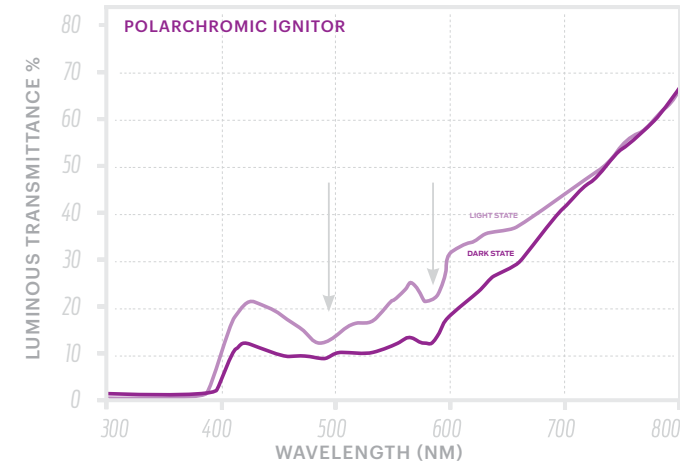
VLT : 12-20% CATEGORY : 3-2

With *ChromaPop*™ Polarchromic Ignitor colors become more vivid, with exceptional clarity and chromatic contrast. Excellent for use in environments where shifting light conditions are present. The Polarchromic lens tint automatically blocks glare and darkens to adapt your vision in bright conditions. Anti-Reflective (A/R) mirror coating eliminates back glare. Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop*™ lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



CHROMAPOP™ POLARIZED PLATINUM

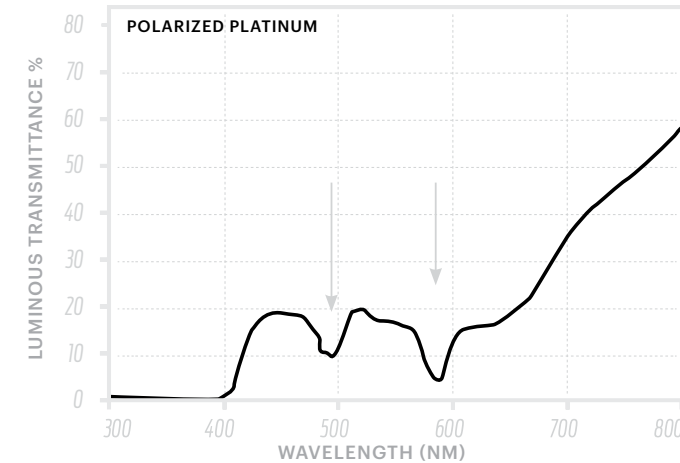
VLT : 14% CATEGORY : 3

The *ChromaPop*™ Polarized Platinum lens exemplifies crisp optical clarity and rich color enhancement. Suited for cloudless, bright-light conditions. Anti-Reflective (A/R) mirror coating eliminates back glare. Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop*™ lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



CHROMAPOP™ POLARIZED BLUE MIRROR

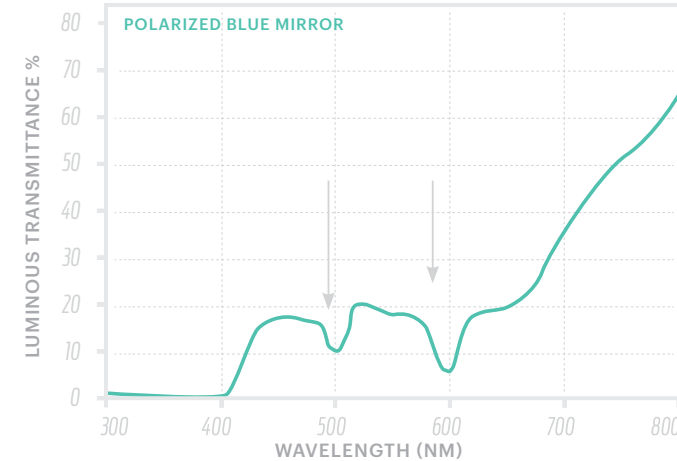
VLT : 14% CATEGORY : 3

The *ChromaPop*™ Polarized Blue Mirror lens exemplifies crisp optical clarity and rich color enhancement. Combining our proprietary *ChromaPop*™ gray base tint to preserve true colors and a multi-layer blue mirror, this lens is best suited for cloudless, bright-light conditions. Additionally, the Anti-Reflective (A/R) mirror coating eliminates back glare, and the Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop*™ lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



CHROMAPOP™ POLARIZED BRONZE MIRROR

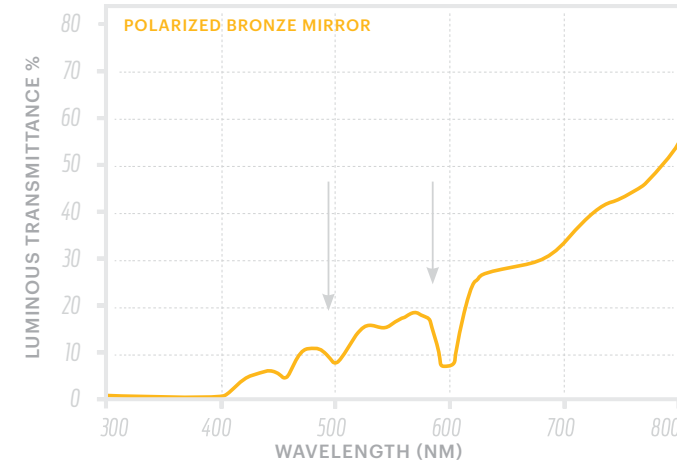
VLT : 15% CATEGORY : 3

The *ChromaPop™* Polarized Bronze Mirror lens is the ultimate in rich, crisp color enhancement. Our proprietary *ChromaPop™* brown base tint enhances color contrast and is further enhanced with a multi-layer bronze mirror. Additional Anti-Reflective (A/R) mirror coating eliminates back glare, and the Hydroleophobic coating repels water, dirt, and grease.



LUMINOUS TRANSMITTANCE %

All *ChromaPop™* lens tints enhance color



Provides 100% protection from harmful UVA/B/C rays.



ChromaPop[™] Elite

THE WORLD'S MOST ADVANCED BALLISTIC LENS

Experience the world altering color and clarity of Chromapop[™] in a lens that offers MilSpec and ANSI Z87.1 protection.

CHROMAPOP[™] ELITE LENS BENEFITS:

MILSPEC: MIL-PRF-31013 CLAUSE 3.5.1.1

Improves speed of visual processing

See truer color, faster

Anti-Fog coating on the backside of all ChromaPop[™] Elite lenses mitigates bothersome fog

Tapered Lens Technology (TLT) corrects light distortion for true optical clarity

Four to five times anti-scratch performance over “plastic lenses”

Proprietary lenses crafted with science and art to blend color and clarity like no other

10% lighter than polycarbonate, 15% lighter than CR-39, and 75% lighter than glass

100% protection from UVA/B/C rays



Techlite polarized glass lenses

TECHLITE GLASS LENS BENEFITS:

Premium Optics

Tapered Lens Technology (TLT) engineered into every lens to provide crystal clear vision.

Lightweight

Absolutely minimized lens thickness provides a 20% weight reduction over standard glass lenses.

Scratch resistance

12x anti-scratch performance over "plastic" lenses.



Optical perfection

Created through a finishing process with controls maintaining 1/2000th of a millimeter tolerance.

Anti reflection

Vacuum applied Anti-Reflective (A/R) coating absorbs unwanted backlight on all *Techlite* glass lenses.

Polarized

99.9% polarization filter. It's like noise-canceling headphones for your eyes.

TECHLITE POLARIZED GLASS LENSES

Techlite polarized glass lenses create a visual environment ideal for casual or water-based activities. Up to 12x more scratch resistant than standard lenses, and 20% lighter than traditional glass. Italian engineered for all-day comfort and durability.



Bright

POLARCHROMIC IGNITOR VLT : 12-18% CATEGORY : 3-2

Polarchromic Ignitor maximizes colors and depth perception while reducing glare. Suited for all day use in high altitudes or open water environments. The Polarchromic lens tint automatically darkens to adapt your vision in bright conditions.



Medium / Bright

POLARCHROMIC COPPER MIRROR VLT : 13-20% CATEGORY : 3-2

Our Polarchromic Copper tint combined with a subtle Silver Flash Mirror coating creates a performance based, aesthetically appealing lens. Medium contrast and very comfortable to wear, the Polarchromic lens tint automatically darkens to adapt your vision in bright conditions.



Medium / Bright

POLARCHROMIC COPPER VLT : 13-20% CATEGORY : 3-2

Polarchromic Copper provides increased color definition and medium contrast while reducing reflected glare from water, sand, or pavement. An exceptional general purpose Polarchromic lens tint that automatically darkens to adapt your vision in bright conditions.



Low / Medium

POLARCHROMIC AMBER VLT : 15-30% CATEGORY : 3-2

A higher contrast “yellow” Polarchromic lens tint that automatically adjusts darkness to enhance depth perception and gather available light in lower light conditions.



Bright

POLARIZED BLUE MIRROR VLT : 12% CATEGORY : 3

A Polarized Gray lens tint with multi-layer Blue Mirror provides true color vision without affecting light reaching the eye.



Bright



POLARIZED GREEN MIRROR VLT : 12% CATEGORY : 3

A high contrast Polarized Brown lens with multi-layer Green Mirror absorbs stray “blue light” and provides strong contrast in bright conditions.



Medium / Bright



POLARIZED COPPER VLT : 12% CATEGORY : 3

Polarized Copper enhances contrast and depth perception.



Bright



POLARIZED GRAY VLT : 15% CATEGORY : 3

Polarized Gray reduces reflected glare and sharpens detail in true colors.



Bright



POLARIZED GRAY GREEN VLT : 15% CATEGORY : 3

Polarized Gray Green reduces reflected glare and sharpens detail.



Medium / Bright



POLARIZED BROWN VLT : 15% CATEGORY : 3

Polarized Brown absorbs stray “blue light” and sharpens visual acuity while reducing reflected glare.

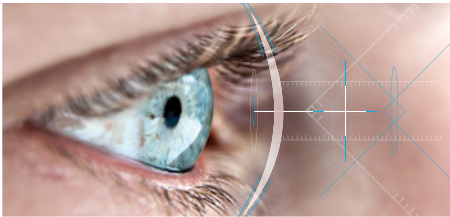


Low / Overcast



POLARIZED LOW LIGHT IGNITOR VLT : 40% CATEGORY : 2

The mild yellow tint allows depleting light in, and brightens as the light passes thru. The Low Light Ignitor lens excels in hazy, cloudy, rainy, early and late conditions. A must-have lens for every serious sight fishermen on flats and streams.



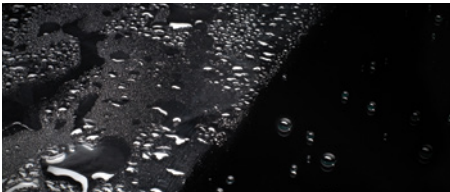
TLT (TAPERED LENS TECHNOLOGY)

"Objects in lens are exactly the same as they appear." When light passes through a medium it refracts, i.e. changes course. If left uncorrected, this refraction can cause visual distortion and eye fatigue. Smith's Tapered Lens technology (TLT) straightens out the incoming light rays by progressively tapering the lens from the optical center toward the peripheral view. What this means for you is that you see with 100% accuracy and maximum comfort.



ANTI-REFLECTIVE (A/R) COATING

Vacuum applied, Anti-Reflective (A/R) coatings on the back side of the lens will eliminate bothersome sidelight reflections.



HYDROLEOPHOBIC COATING

Repels moisture, grease, and grime. A barrier between your lenses and the world. Water will bead up and disperse without streaking. Smudges from fingerprints are wiped clean easily.



SUNNY DAYS

On bright sunny days you want your lenses to be darker. Polarchromic knows this and automatically shifts to a darker tint so you can enjoy the high life without squinting.

PARTLY CLOUDY

It's like owning several pairs of sunglasses. As light levels change so do your Polarchromic lenses. Clouds roll in and they know to lighten. Clouds roll out and your lenses darken as the conditions get brighter.

SUNSET & SHADOW

When the sun is at its lowest, glare can be at its highest. As light levels diminish your Polarchromic lenses automatically lighten without sacrificing necessary glare-blocking polarization in the process.

POLARCHROMIC: POLARIZED LENSES WITH PHOTOCROMIC TECHNOLOGY TO ADAPT TO EVER-CHANGING LIGHT CONDITIONS

With Smith Polarchromic, we combine the glare-free benefits of advanced polarization with UV sensitive, self-tint-adjusting photochromic technology to bring you the most advanced sunglass lenses we have ever created. How do we do it? Precise amounts of silver halide crystals are infused into the lens material during their creation. These microscopic crystals automatically change orientation in response to UV light which results in a shift in tint either increasing or decreasing Visible Light Transmission (VLT), fine tuning the tint of your lens in response to ambient light conditions as they change throughout the day. The result? You get a lens which offers crisp optics and soothing light levels at all hours, allowing you to focus on what matters most from dawn to dusk.



SMITH POLARIZATION: PRECISION POLARIZATION ENGINEERED TO OBLITERATE GLARE

It's like noise-canceling headphones for your eyes. Glare off of horizontal surfaces like snow, water, and asphalt, decreases depth perception, and reduces visual acuity which causes eye fatigue. We precisely align the polarized visual layer inside our lenses to filter out 99.9% of this "visual static" for a finely tuned view of the action.



Notes:



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