

POLAROID® POLARIZING LENSES - VERY DIFFERENT FROM CONVENTIONAL SUNGLASSES



Visibility with sunglasses without polarizing lenses



Visibility with Polaroid® Polarized Sunglasses

Normal sunglasses only darken the view. Good quality polarizing lenses enhance your vision. Here's why...

Daylight travels in all directions. When reflected from a horizontal surface – like a road or water – light often becomes heavily polarized in the horizontal plane.

Vertical light is useful to the human eye. It enables us to see colours and contrasts, while concentrated horizontal light simply creates optical noise or glare, restricting visibility and creating a potentially hazardous situation.

The unique Polaroid polarizing lens contains a vertically-aligned filter that blocks horizontally polarized light highly efficiently. The Polaroid polarizing lens allows only the useful vertical light through to the eye, creating glare-free visibility with natural colours and contrasts.

Polaroid® polarized sunglasses give you PERFECT VISION.

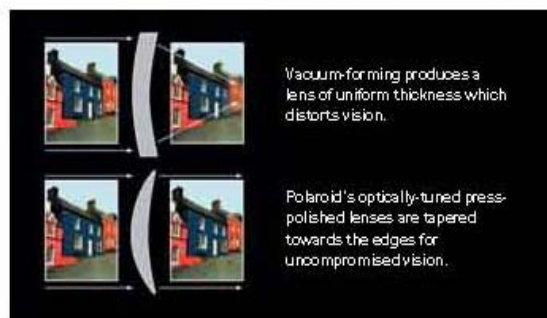
- Wearing Polaroid polarized sunglasses means:
- Glare-free vision
 - Clear contrasts
 - Natural colours
 - Reduced eye fatigue
 - 100% UV protection

All these factors contribute to superb optical comfort, enabling improved concentration. And whatever you're doing, your reaction time is shorter, which means you're safer – especially when driving.

Polaroid's high-quality lenses provide the highest possible levels of polarizing efficiency and performance, setting them apart from many other manufacturers of polarizing filters. Polaroid sunglasses are present an excellent product with tangible and easily-demonstrated benefits for the consumer.

POLAROID® SUNGLASSES = PERFECT OPTICS AND A BETTER VIEW

Traditional manufacturers use 'vacuum-forming' to curve their lenses. This technique results in lenses which warp the wearer's perception of sizes, shapes and distances, often without them even realizing. Since the eye is forced to compensate for the lenses' inferior optical performance, regular sunglass wearers are at risk of eye-strain.



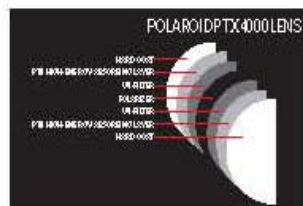
Vacuum-forming produces a lens of uniform thickness which distorts vision.

Polaroid's optically-tuned press-polished lenses are tapered towards the edges for uncompromised vision.

Polaroid's unique press-polishing process with exclusive PTX4000 technology, optically 'fine-tunes' the lens while curving it. This creates sunglasses, which are optically correct, allowing the eye – and the wearer – to relax.

Don't compromise – choose PERFECT VISION,
choose POLAROID® POLARIZED SUNGLASSES.

7 FUNCTIONAL LAYERS



Polaroid's polarizing lenses are made up of 7 functional elements ultra-carefully bonded together to achieve a high-performance optical product. The main element of the sandwich-lens construction is the polarizing light filter in the centre.

UV light absorbers are laminated to both sides of the filter. These block all harmful UVA, UVB, and UVC light rays. Optically-corrected, shatter-resistant cushion elements are then laminated to both sides of the UV absorbers, making the lens material lightweight, flexible, and impact-resistant. Finally, a unique scratchproof layer is applied to both the outer surfaces.

POLAROID® QUALITY SEAL OF APPROVAL



Our seal of approval helps people to recognize Polaroid's high-quality products and to distinguish them from other manufacturers' products. The seal is a symbol of Polaroid's premium standard of quality and identifies Polaroid sunglasses as the original product. The disks in the seal represent the polarization effect in simplified form with horizontal and vertical light waves.



Polaroid

Polarized Sunglasses