

## **TAG HEUER EYEWEAR INTRODUCES “INTENSIVE” HIGH-DEFINITION SUNGLASS LENS TECHNOLOGY**

### **NEW SUNGLASSES DESIGNED FOR LAND-BASED OUTDOOR ACTIVITY**

TAG Heuer Eyewear introduces “Intensive” HD sunglass lens technology, designed to enhance on-land activities from casual outdoor enjoyment to professional athletic competition. The vermilion-colored “Intensive” HD lenses are the first to combine photochromic darkening ability with re-engineered, gradient “silver flash” technology – creating non-mirrored lenses that become reflective as they darken.

The result: high-definition sunglasses that enhance dimensional detail of the landscape vs. the flattening effect of polarized lenses. This new Intensive HD lens technology is appropriate for those times when a truer image is crucial – such as when riding a motorcycle or lining up a putt. This makes them ideal for many outdoor, land-based activities such as bicycling and motorcycling, golf, tennis, softball, hiking and days at the park.

TAG Heuer Eyewear’s Intensive HD lenses provide the optimal blend of contrast and light transmission from dawn to dusk. In low light, lenses are translucent and eyes are clearly visible; within two minutes of exposure to bright sun, lenses become dark, shiny and reflective. The lightweight polycarbonate lenses offer UV-A and UV-B protection.

“For years, water sports fans have worn polarized lenses to eliminate glare, which is quite effective on water or ice but not especially adapted for other outdoor activities,” explains TAG Heuer Eyewear executive Guillaume Pottecher. “TAG Heuer Eyewear’s Intensive HD lenses were purpose-designed to improve vision and eye comfort when taking part in land-based sports. We tested Intensive HD lenses with a variety of professional athletes, including top golfers, and their feedback was beyond expectation.”

There are three key reasons behind Intensive HD’s suitability for the most demanding land-based activities:

The photochromic lenses automatically darken and lighten according to brightness levels. The vermilion color contrasts against blue and green, providing excellent perception in low light and protection in bright sun.

The highly reflective silver flash greatly reduces the amount of light that reaches the eyes.

Further, TAG Heuer Eyewear developed a unique silver flash technology for this lens to offer improved visual acuity – by allowing photochromic tint to react to UV and maintain the natural relationship of colors to each other.

Intensive HD sunglass lenses are available in a variety of TAG Heuer Eyewear styles, with price points ranging from \$310 to \$420 (MSRP). Available exclusively at authorized TAG Heuer authorized retailers.