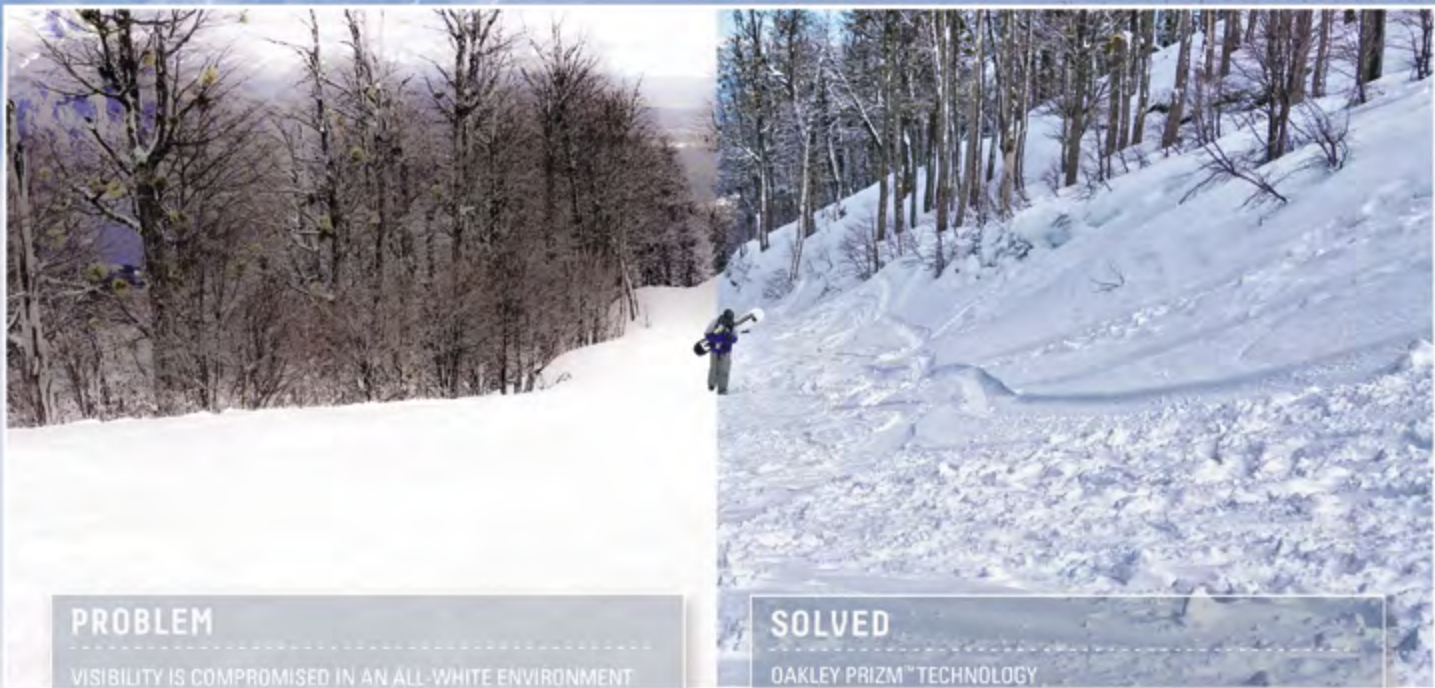


"YOU WILL NEVER SEE SNOW THE SAME WAY AGAIN \={ }



PROBLEM

VISIBILITY IS COMPROMISED IN AN ALL-WHITE ENVIRONMENT

- ≥ MINIMAL CONTRAST
- ≥ REDUCED DEPTH PERCEPTION
- > DETAIL IN TEXTURE AND CONTOUR LOST

SOLVED

OAKLEY PRIZM™ TECHNOLOGY

- SPORT-TUNED FOR MAXIMUM CONTRAST
- PURPOSE-BUILT FOR SNOW
- ENHANCED VISIBILITY OF DETAIL AND CONTOURS
- > SEE CLEARLY
- > REACT FASTER
- > RIDE WITH CONFIDENCE

$$\Delta E_k = \sqrt{\left(\frac{\Delta L^*}{k_{cs}a}\right)^2 + \left(\frac{\Delta C^*}{k_{cs}a}\right)^2} + \left(\frac{\Delta H^*}{k_{cs}a}\right)^2$$

$$\frac{g(t) + g_{RT}(0) - g_{RT}(t) - g_{RT}(t)RT(t)h_0}{\sqrt{2\pi}PO_{0.4}} + 1 + V_k + (T_0 - T_k) \frac{dV_k}{dV} + \dots$$

"NO LIGHT IS BEYOND PRIZM™ \={ }

PRIZM™ BLACK IRIDIUM®



RECOMMENDED FOR BRIGHT SUN.

PRIZM™ JADE IRIDIUM®



RECOMMENDED FOR MIXED LIGHT.

PRIZM™ ROSE



RECOMMENDED FOR LOW LIGHT.



BRIGHT SUN



SUN & CLOUDS



SNOW & OVERCAST

PRIZM™ BLACK IRIDIUM®

PRIZM™ JADE IRIDIUM®

PRIZM™ ROSE

FIRE IRIDIUM®

PERSIMMON

BLACK IRIDIUM®

H.I. YELLOW

BREAKTHROUGH PRIZM™ LENS TECHNOLOGY COVERS A WIDER RANGE OF LIGHT CONDITIONS THAN STANDARD LENSES.

$$\frac{r_1(t) + q_{R1}(t) - q_{L1}(t) - q_{D1}(t) + P_{1,2}(t) - I_{1,2}(t)}{V_{R1} P_{1,2}} - I_{1,2}(t)$$

" NOT ALL LIGHT IS THE SAME \ = { }

HIGHLY CONFIDENTIAL

/*THE HUMAN EYE IS MUCH MORE SENSITIVE TO DETAIL IN SPECIFIC COLORS
(* 000_005' { OUT =})))))

----- DEVELOPMENT DOCUMENT PRZM214OKL1 -----
#PRIZM™_GOGGLE.VISION/REVOLUTION.SET_VALUE (ENCODECMYK{PRO})

AMBIENT LIGHT COLOR PROFILE



WHITE AMBIENT LIGHT REFLECTED OFF OF SNOW IS A NEARLY EQUAL AMOUNT OF ALL COLORS

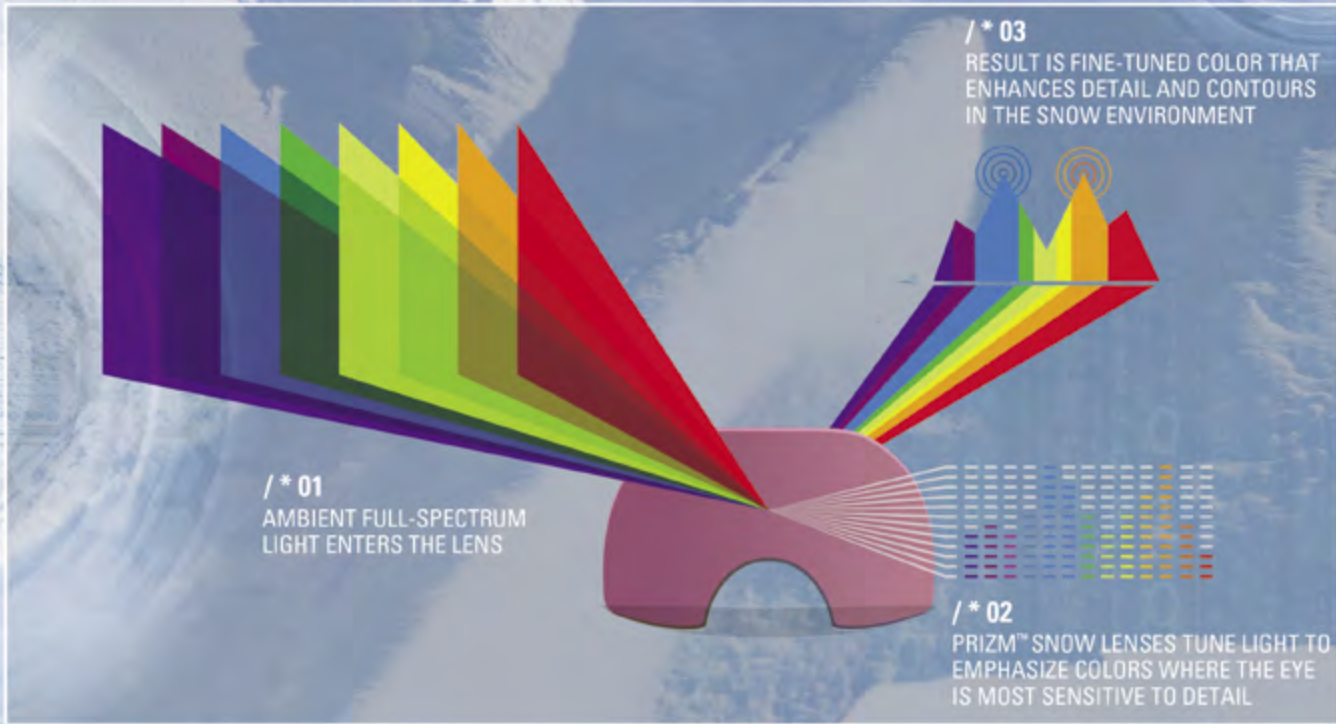
EYE SENSITIVITY COLOR PROFILE



PEAK EYE SENSITIVITY IS IN THE BLUE AND ORANGE PART OF THE SPECTRUM

$$\frac{q_{c1}(t) - q_{c2}(t) - q_{c3}(t) + q_{c4}(t) + q_{c5}(t) + q_{c6}(t) + q_{c7}(t) + q_{c8}(t) + q_{c9}(t) + q_{c10}(t)}{\sqrt{RT(t) - q_{R1}(t) - q_{R2}(t) - q_{R3}(t) - q_{R4}(t) - q_{R5}(t) - q_{R6}(t) - q_{R7}(t) - q_{R8}(t) - q_{R9}(t) - q_{R10}(t)}}$$
$$\frac{-i_{g1}(t) - i_{g2}(t)}{2i_{g2} - 4p_{g2}i_{g1}i_{g2}}$$

" A LIGHT EQUALIZER WITHOUT EQUAL \ = { }



$$g_1(t) + g_{R1}(0) - g_{G1}(0) + g_2(t) RT(t) / 0.4 = i_2(t)$$

$$V_{R1} = P(0.5, 0.5)$$