



INTRODUCING

BREAKBEAT

TURN IT UP TO ELEVEN

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Ketchum, ID (For Immediate Release) Designed for the headphone-wearing nutjob who can't stand the hyperactive audio clutter of D-n-B and is worn thin by the dross of House, the Breakbeat is real music--creative, unique and at one with the DJ in your head.

Using a six base lens curve, the Breakbeat is a frontal statement that ain't a frontin'. It's angular features are softened by surface detailing and made to stand out with milled texture surfacing on the temple arms. Using the metallic mod Smith logo plaque on the temples, the Breakbeat is a complete package that stands out in the crowd.

The Breakbeat is fashion-forward style that does not sacrifice on the optical quality. This tasty little nugget's frame is made from hand made acetate giving each piece unique coloration, rich texture and a customizable fit. What the Breakbeat offers in off the hook style it does not skimp on optical performance. Featuring Smith's crystal clear [TLT \(Tapered Lens Technology\) Optics](#) (a precision lens shaping process which compensates for lens curvature to control the path and speed of light passing through the lens guaranteeing 100% distortion-free optics).

Available in Black with Gray Lenses, Crystal with Gray Gradient, Black Stripe with Gray Gradient, Tortoise with Brown, and Red/Black with Gray the Breakbeat will set you back a mere \$90. Backed by Smith's no-hassle Lifetime Warranty you can feel good about the 'beats moving forward.



Black Gray



Black Stripe Gray Gradient



Crystal Gray Gradient



Black Red Gray

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, snow and motorsports goggles, snow helmets, and ophthalmic eyewear. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. Performance. Style. Smith. Solid.