



SMITH
OPTICS
.COM

For Immediate Release

The I/O

Intuitive Interchangeability Refined

Media Contact:

Greg Randolph

chopper@smithoptics.com

208.726.4477 x6593



Green Technologic

SUN VALLEY, IDAHO (For Immediate Release) -- Flip a switch. Change the lens. As conditions change, so can your lenses. It's never been this easy.

Re-designing the goggle world through another major technological revolution, Smith Optics makes intuitive interchangeable optics a reality.

A rimless goggle, the I/O allows for easy lens swaps with a simple Quick-Release lens system that utilizes two latches along the top of the frame. Locked down, the I/O lens creates a weatherproof seal by using an inner frame skeleton and flexible gasket. When released, the lens is quickly and easily exchanged with any of Smith's full assortment of condition-specific tints.

The key to the I/O's innovative design is Smith's patented Vaporator™ lens technology with Porex™ filter, a process where lenses are robotically cut and bonded together with an airtight silicone bead to eliminate lens delamination – the number one cause of between-the-lens fogging. With the rimless design of the I/O, Vaporator™ lens technology is a must as the edge of the lens is exposed to the elements.



Chocolate Evolve

Behind the I/O's minimalist face front is a full slate of Smith Optics' industry leading technical features. The I/O offers a Spherical Carbonic-X™ lens with TLT™ Optics for maximum optical precision and fog-free performance. Dual layer DriWix™ face foam and an extra-wide strap with a QuickFit™ adjustment system combine to dial in a comfortable and secure fit.



Blue Mashup

The I/O comes out of the box with two lenses - Smith's new Ignitor Mirror lens installed and a Sensor Mirror lens as your primary backup. All I/O goggles also include a protective Goggle Hard Case and a microfiber goggle bag. Available colors for the I/O include White Intersection, Black Intersection, Gray Alexandrite, Red Grandstanding, Black/White Photog, Green Technologic, Blue Mashup, Chocolate Evolve and Tan Evolve all at a \$180 SRP. Backed by Smith's Lifetime Warranty.

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, goggles and helmets. 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.**