



## Drivewear® Is Now Available!

We are pleased to announce the availability of Drivewear® lenses, activated by Transitions™, at Davis Vision provider locations. Drivewear cuts glare due to bright sunlight by changing the color of the lens, thus providing the best visual acuity for driving. Ordinary Photochromic lenses do not always aid drivers who need a darker lens for additional protection from the sunlight. Drivewear lenses are the first eyewear with the capability of darkening when the wearer is behind the windshield of a car. They are highly sensitive to changing light conditions both outdoors and behind a car windshield.

Drivewear lenses combine the strengths of two of the most important technologies in eyewear today: polarization and photochromics. The polarizing feature protects eyes against bright, reflective surfaces and glare. The photochromic element responds to both visible and ultraviolet (invisible) light by allowing lenses to lighten or darken in response to varying light conditions. This means that the wearer can be comfortable either outdoors or behind the wheel of a car, both in bright sunlight accompanied by intense, blinding glare, as well as under an overcast sky in the sleet, snow or rain. In all weather and lighting conditions, Drivewear provides the wearer with the appropriate visual solution.

Emmy Award-winning documentary film director Kirk Wolfinger found that Drivewear lenses served him well during a trip to Antarctica to film a documentary. In order to overcome the extreme lighting conditions of Antarctica and produce the best possible documentary, Wolfinger knew he needed more than just regular sunglasses. His optometrist recommended Drivewear. "As a director, I need to capture the environment as it is, and my vision is extremely important. Working 15-hour days, I got tired, but my eyes never did. The Drivewear lenses not only protected my vision, but enhanced my ability to pick and analyze camera angles while filming. Their seamless shifting to adjust to the various lighting conditions and the sun's brightness—including scenes we shot indoors, in tents and in helicopters—made my job a lot easier."

Drivewear was honored with an Award of Excellence from the Optical Laboratories Association (OLA) in 2007 in the "Best in Lens Materials" category. OLA is an international business association serving the needs of the optical laboratory industry. It sponsors and administers the ANSI (American National Standards Institute) Z80 Committee, which writes all ANSI Z80 Standards for Ophthalmic Optics.

*Davis Vision offers Drivewear in Single-Vision, Bifocal and Image Progressive lenses. Members will be responsible for additional copayments that may be applicable under their benefit plan for both the Transition and Polarized lenses. They will also be responsible for the Standard Progressive copayment if they select Image Progressive Drivewear.*

