

# WHAT ARE THE 'IMPACTX POLARIZED PHOTOCROMIC' LENSES AND WHY ARE THEY SO UNIQUE ?

**IMPACTX IS THE MOST ADVANCED TECHNOLOGICAL SOLUTION IN THE FIELD OF VISION PROTECTION. GUARANTEED UNBREAKABLE FOR LIFE\* FORMULATED EXCLUSIVELY FOR RUDY PROJECT.**



**ImpactX™ lens technology offers breakthrough NXT® semi-rigid molecular properties formulated exclusively for Rudy Project. After years of laboratory research and field tests with professional athletes, ImpactX™ has been perfected with cutting edge light management technology by combining photochromic particles and advanced polarized technology in the mass, incorporating thus superior impact resistance with enhanced visual acuity, for virtually any climatic condition.**

ImpactX™ Polarized Photochromic - True Grey  
Luminous Transmittance 30/12%  
Filter category 2/3



Guaranteed unbreakable for life\*.



Unique semi-rigid properties.

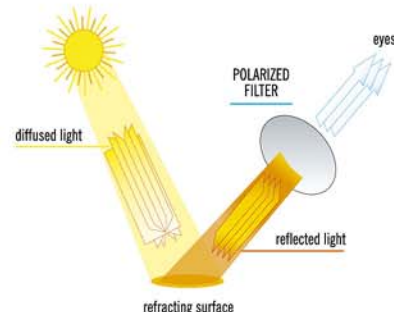


Simulated example from common glare conditions without and with Rudy Project's ImpactX™ Polarized Photochromic advanced technology. Perceived benefits include realized visual acuity, enhanced sharpness, reduced glare and managed polarity.

**POLARIZED LENSES** effectively block reflected glare, a situation which occurs primarily near water or snow or off reflective surfaces nearby, such as car windows, metallic objects, etc. Light which strikes a horizontal reflective surface is reflected back into your eyes. You then get a "double dose" of light energy, some of which falls directly on to you and some that is reflected on to you. Polarized lenses with photochromatic technology offer an interesting advantage: because they dramatically reduce or eliminate the reflected light energy which might account for the majority of the annoying glare, you can use a lighter tint to achieve the same (or better) degree of glare reduction and comfort compared to non-polarized dark lenses. And this exactly what ImpactX™ Polarized Photochromic lenses will achieve. But don't take our words for it, see yourself !



High-stressed D-Brand polarized polycarbonate.



**PHOTOCROMIC LENSES** lenses provide unique climatic management technology, getting dark from low to high light transmission within few seconds; ImpactX™ Polarized Photochromic enhance contrast and depth perception while providing unparalleled eye protection.



Ketyum Titanium mounted with ImpactX™ Polarized Photochromic lenses.

NXT® is a registered trademark of INTERCAST EUROPE S.p.A Parma-Italy  
US Patents:  
5.962.617  
5.811.506  
6.258.917  
6.127.505  
Other patents pending



\* While the NXT® lenses are virtually unbreakable, they may not be designed to be safety lenses and should not be considered a permanent shield against eye injury.

