

# sunstyler

\*edition 12\*



**BONO**

Buy Vision - Give Sight

World's Best  
Polarised Sunglasses

NASA Lens  
Technology

**Rēvo**

## Key Selling Features

### ▶ Technology

- In 1985 REVO used NASA lens technology to invent the world's first performance sunglass lens category.
- It is still considered the best polarised lens in the world, offering the clearest and most advanced high-contrast polarised lenses available.
- It's pioneering Light Management System manages the full spectrum of light.
- They have a range of lenses suitable for nearly every environment from out on the water to mountain biking to enjoying your latte.

### ▶ Social Mission - Buy Vision, Give Sight

- Revo donates \$10 from the sale of each frame, to those fighting for their sight.
- Bono one of the world's greatest rock stars has teamed up with REVO for the "Buy Vision, Give Sight" initiative
- Bono thinks it's such a great cause that he doesn't get paid to be the REVO ambassador
- The aim is to donate \$10 Million so that's one million pairs – every pair counts!

BUY VISION  
GIVE SIGHT



# Revo Technology

## The NASA Connection

REVO's creator was working on a NASA research project as an optical engineer when he had a big idea. Why not apply the same technology they were using on the space telescopes – optical and UV protection – on sunglass lenses. The idea was revolutionary and REVO was born. The key NASA technology they employed was a special coating used on the optical instruments on its satellites to protect them from the intense radiation in outer space.



## Lens Technology

### Light Management System (LMS)

Revos light management system manages the full spectrum of light. The best way to explain it to your customers is that it filters out all the bad light i.e. UV and Blue light and allows only the good light through. This makes your vision clearer and your eye more comfortable.

### Lens Material

**Serilium Lenses** - Like most brands they have a fancy name for the material the lenses are made out of. It's a fancy name for a fancy lens. Serilium lenses are an exclusive lightweight shatterproof lens formulated of polycarbonate.

**Crystal Lenses** - A higher form of Crown Glass, Revo Crystal lenses are scratch-resistant and are ground and polished to about the same standard as a camera lens

# REVO Surfacepro Protection System

There is so much technology going into these lenses.

- **REVO EXCLUSIVE MIRROR COATINGS** – The mirrored lenses represent the best in high-tech performance. The mirror coatings are based on the NASA technology used on space camera lens coatings, telescopes, satellite protection and space walks. Each lens will have between 8-12 coatings!
- **REVO BACK SURFACE PROTECTION** – Don't you hate that back reflection! Well the combination of protective filters and coatings on the back of the lens will help reduce that. Vital in a polarised lens.
- **AUTHENTIC REVO OLEOPHOBIC COATING** - A permanent coating (it will never wear off) that repels virtually anything - water, oil, sweat, dirt, dust, ink or even a fingerprint.
- **REVO SUB SURFACE PROTECTION** - Surface scratches can let UV rays sink through the lens and harm the eyes - Revo mirror coatings prevent these UV rays from seeping through to the eye
- **REVO AXIS PRO PROTECTION** – The lenses are moulded specifically to achieve optimal glare management by accurately positioning the polarizing filter, they achieve 99% polarization efficiency!
- **REVO SMART LENS GEOMETRY** - Lens are optically centered and precisely positioned to prevent eye fatigue caused by shifting images within deep base curves and wrap frames. They are like another layer of your eye.



## Types of Lens

On the following page you can see the full range of lenses that REVO offer. We don't have all of the lenses but it's a great resource to look at to make you familiar with the lenses we do have and where they are best suited. Check out the activities for each lens, the amount of visible and blue light each lens cuts out. As you will be able to see most of the lenses can be used for a variety of activities. Most of the time it will come down to what your customer prefers to look through.



**BLUE WATER** - Perfect for cutting glare in bright conditions on the water with the classic heritage of our blue mirror coating



**89%**  
Absorbs Visible Light

**94%**  
Blue Light & HEV Light Protection



**OPEN ROAD** - Image intensifier filters improve light adaptation in bright and low light situations while also precision-tuning light transmission for greater sharpness, crispness and contrast



**83%**  
Absorbs Visible Light

**95%**  
Blue Light & HEV Light Protection

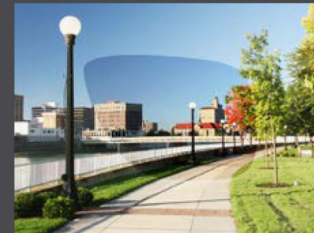


**TERRA** - Actively filters the light spectrum to provide clear vision from trailhead to viewpoint



**85%**  
Absorbs Visible Light

**95%**  
Blue Light & HEV Light Protection

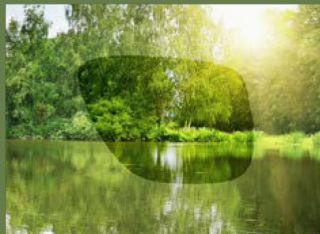


**GRAPHITE** - Enhances natural vibrant colors while blocking harmful rays and harsh glare



**87%**  
Absorbs Visible Light

**91%**  
Blue Light & HEV Light Protection



**GREEN WATER** - Enables natural colors to pop and radiate by completely cutting through surface glare in medium and low light conditions



**87%**  
Absorbs Visible Light

**96%**  
Blue Light & HEV Light Protection



**SOLAR ORANGE** - High-intensity, iridescent and visually-stunning multilayer mirror coating that enhances surrounding terrain by highlighting the upper end of mid-range light



**84%**  
Absorbs Visible Light

**94%**  
Blue Light & HEV Light Protection



**STEALTH** - Reduces internal reflection and provides even management of light across the entire visible light spectrum to create an unmatched visual experience for the wearer



**85%**  
Absorbs Visible Light

**90%**  
Blue Light & HEV Light Protection



**CHAMPAGNE** - The Champagne lens is a subtle pearlescent color that is appealing to the eye while delivering a soothing visual performance with a spectacular incandescent effect.viewpoint



**86%**  
Absorbs Visible Light

**95%**  
Blue Light & HEV Light Protection

# revo

## OUR MISSION

TOGETHER, REVO, BONO AND  
THE BRIEN HOLDEN VISION  
INSTITUTE ARE COMMITTED TO  
PREVENTING VISION IMPAIRMENT  
AND BLINDNESS IN MORE THAN  
5 MILLION CHILDREN AND  
ADULTS BY 2020

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WHEN YOU BUY REVO  
SUNGLASSES, REVO DONATES  
\$10 TO HELP THOSE  
FIGHTING FOR THEIR SIGHT.

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BUY VISION  
GIVE SIGHT



# Social Mission



## What is the Brien Holden Vision Institute?

The Brien Holden Vision Institute is an Australian based non-profit non-governmental organisation with an international focus on eye care research and vision care delivery.

*The institute's mission is the worldwide eradication of preventable blindness and vision impairment.*



## How does REVO's contribution help?

More than 625 million people around the world are blind or vision-impaired simply because they don't have access to adequate eye care and glasses.

The partnership with Bono will help prevent vision impairment and blindness in more than 5 million people by 2020. The Buy Vision, Give Sight initiative will drive \$10 million to the fight to improve access to eye screening, prescription glasses and eye care health in under-resourced communities around the world.



### PREVENTION

In some developing countries, there may only be one eye care practitioner per 1 million people. Training local people to provide eye care, exams and glasses is one of the first defenses for preventing vision impairment and irreversible eye diseases.

### DETECTION

In many under-resourced communities, vision problems go untreated. Training school teachers to identify vision problems in students and adults is just one crucial method of detecting eye health problems which, if left untreated, could lead to permanent vision loss.

### TREATMENT AND SUPPORT

Providing quality, affordable treatment that is accessible to communities is critical to reducing vision impairment and blindness. However, establishing services to provide eye care is only one piece of the puzzle. To ensure sustainability long into the future, ongoing training and support is required so that capacity is strengthened at the local level, with eye care provided by local people, for local people, and public policy on eye care can be improved.

# “The ‘Buy Vision, Give Sight’ campaign is a very personal one for me” - Bono

Notorious for wearing sunglasses, he revealed in a 2014 interview that he has had glaucoma for 20 years. His signature look isn't because he just wants to be a “cool” rockstar, glaucoma makes eyes sensitive to light and if untreated can make a person go blind. While there's no threat of Bono not having exceptional care for his vision, he's taking steps with Revo to raise money for those who do not have access to taking care of their vision.

Bono of course is known for his activism and in this case believes sight is a “human right.” And it's hard to see that anyone would disagree with him on this one!



## The Stats

Founded	1984
Founder	Mitch Ruda
Creative Director	Jimmi Chin
Country of Origin	USA

## Social Media

<a href="https://www.facebook.com/RevoSunglasses/">www.facebook.com/RevoSunglasses/</a>	17,801 followers
<a href="https://twitter.com/RevoSunglasses">twitter.com/RevoSunglasses</a>	3,015 followers
<a href="https://instagram.com/revosunglasses/">instagram.com/revosunglasses/</a>	2,181 followers
<a href="https://www.pinterest.com/REVOsunglasses/">www.pinterest.com/REVOsunglasses/</a>	146 followers