



SHIELD.



**For Immediate Release**

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**SHIELD TECH AND TRANSITIONS OPTICAL DEBUT  
PHOTOCHROMIC VISOR FOR POWERSPORTS PERFORMANCE**

***Leading Photochromic Technology Automatically Shifts in  
Changing Light Conditions for Comfort and Performance***

PINELLAS PARK, Fla., August 10, 2009 – SHIELD Tech LLC is partnering with Transitions Optical, Inc., the world leader in photochromic lenses, to announce the launch of SHIELD™ Tech Transitions® **SOLFX**™ visors, the first face shields and visors for the powersports industry to use photochromic technology from Transitions Optical.

Because light conditions can change quickly, motorcyclists worldwide face the problem of having to carry two visors when riding. Additionally, there are still light conditions where neither a clear visor nor a darkly-tinted visor is ideal. The SHIELD Tech Transitions **SOLFX** visor was created to address these issues. Unlike traditional clear or tinted visors, which are static, these visors quickly and seamlessly adjust their level of darkness in changing light to minimize glare and provide better contrast on the road. The visors are virtually clear in low light

## **SHIELD Tech Transitions SOLFX Visors – 2**

and at night, and – depending on the amount and intensity of sunlight – quickly and automatically darken, becoming as dark as sunglasses.

“There have been other photochromic visors but none using the advanced technology from Transitions Optical,” said Kerry Harris, president and CEO, SHIELD Tech, LLC. “Vision is critical when riding a motorcycle. The SHIELD Tech Transitions **SOLFX** visors enhance visual performance to take the riding experience to the ultimate level. Riders can now hit the open road and track without worrying about compromised vision, or fumbling with multiple shields, due to changing light conditions.”

Previous photochromic products for the powersports industry did not use the same technology as the SHIELD Tech Transitions **SOLFX** visor. The proprietary photochromic technology from Transitions Optical addresses all the critical photochromic performance factors including clarity, activation and fadeback speed, darkness, consistency of color, resistance to fatigue and performance stability in all temperatures.

“Motorcycle riding presents unique visual demands, including changing light and weather conditions, and travel through wooded areas and open fields, often without the ability to conveniently stop and change eyewear,” said Grady Lenski, director, Transitions sunwear. “Recognizing these challenges, Transitions and SHIELD Tech designed a visor that darkens and fades back quickly to provide convenience, comfort and style to motorcycle enthusiasts.”

The visors will fit a variety of popular helmet brands and be available exclusively through SHIELD Tech LLC.

### **About SHIELD Tech**

SHIELD Tech is actively involved in researching and developing innovative products for use in the military, powersports, and law enforcement industries. SHIELD Tech has partnered with Transitions Optical, the worldwide leader in photochromic eyewear, under the brand, Transitions® **SOLFX™**, to bring the first and only Transitions photochromic face shields and visors to the powersports industry.

### About Transitions

Transitions Optical, headquartered in Pinellas Park, Fla., was the first to successfully commercialize a plastic photochromic lens in 1990. As the leading provider of photochromics to optical manufacturers, Transitions Optical offers the most advanced photochromic technology in the widest selection of lens designs and materials.

Transitions Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. As higher-performing everyday clear lenses, Transitions lenses change from clear indoors and at night to sunglass dark outdoors in proportion to the intensity of UV light. Transitions Optical also offers several special-purpose dynamic sun lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Transitions® **SOLFX™** sunlenses.

Transitions Optical has manufacturing operations in Pinellas Park; Tuam, Ireland; Laguna, Philippines; Sumare, Brazil and Chonburi, Thailand. Sales offices are located in Pinellas Park; Cambridge, Canada; Paris, France; Adelaide, Australia; Singapore; Mexico City, Mexico; Sao Paulo, Brazil; Bangalore, India; Tokyo, Japan and Shanghai, China.

For more information about the company and Transitions lenses, the first to earn the World Council of Optometry's Global Seal of Acceptance for Ultraviolet Absorbers/Blockers and the American Optometric Association's Seal of Acceptance for Ultraviolet Absorbers/Blockers, visit [Transitions.com](http://Transitions.com).

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