



# 2013 P.R. LOOK BOOK

## SPOTLIGHT REVIEW

GEARJUNKIE

APRIL 2013

GearJunkie.com - April, 2013

### Switchable Optics Put To The Test/Review of Axo

<http://gearjunkie.com/interchangeable-lens-sunglasses>

*"The magnet-equipped Switch glasses, my favorite here for all-around use, provide superb, fast-changing lenses and casual styling. They have wonderfully crisp optics and an understated style that goes well with both casual clothing and technical gear."*

#### Lens Swap: Sunglasses with switchable optics put to test

April 4, 2013, 9:29 am / Categories: Miscellaneous

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Interchangeable lens sunglasses provide versatility in a small package, usually at a better price than multiple pairs of glasses. With varying systems of lens interchange and quality optics, a single frame can provide protection from debris, glare and sunshine in a vast range of light.

We compared three systems for their quality, ease of interchange, and overall usefulness.



Magnet lens (Switch Vision)

Modular Frame system (Smith Optics)

Pop-out lens (Tifosi)

EyecessorizeBlog.com - February, 2013

### Review of Axo and Lynx

<http://eyecessorizeblog.com/?p=4090>

*"Switch Vision was already fabulous and full of sporty spunk. But now, with two new striking sunwear styles added to the mix, it's even more spec-tacular. The latest Axo and Lynx shades maintain the brand's athletic vibe, while infusing fresh features for a slightly updated look."*

TriEdge.net - March, 2013

### Gear Review of Lynx

<http://www.triedge.net/product-reviews/item/395-gear-review-switch-eyewear-new-for-2013-the-lynx>

*"It's really hard to come up with something I didn't like about the Lynx. Overall, the Lynx was a fantastic choice for running and cycling, and even with all the high-tech design that goes into the lenses, the magnetic feature is still a big selling point to me."*

#### Experience

Switch's parent company, Liberty Sport, has been making protective eyewear for professional and amateur athletes for three generations. It's no surprise that they have applied their experience and design expertise to **Switch Sunglasses**. What makes these interchangeable sunglasses different from other brands, for one, is the **Magnetic Interchange Lens System**.



No doubt, like me, you've spent some good money on a pair of cycling sunglasses with two or even three lenses that you rarely change out. I always had visions of how great it would be to swap them out when I get caught cycling at dusk, or trail running on a cloudy day in low-light. I think I've actually swapped the lenses from my old sunglasses a total of two times; one of which was at home trying to figure out how to get the stupid things to pop out without breaking the frame. They're a pain in the neck, and I found myself content to put up with the inconvenience of the same color lens in all conditions. So of course, one of my favorite features with the **Lynx**, right off the bat, was how easy it was to swap the lenses. The magnetic feature is plenty

strong enough to hold the lens securely in place and swapping them out took only seconds. The second pair of lenses come in a small hard case perfect for stuffing in my cycling jersey. They even thought to outfit the case with smaller magnets inside to hold the lenses secure; preventing any scratching from bouncing around.

The Thermoplastic Rubber nose pad prevented any slippage when out cycling or trail running, even when the day got pretty hot, and sweat would have been an issue for keeping them in place. The same plastic was used for the ears and does a great job of keeping them in place. While the full wrap lens prevented wind and sun from getting to my eyes, I was most surprised by how comfortable they were. They feel incredibly light and have only a slightly more substantial feel to them than the **H-Wall Wrap**, another great choice for cycling.

Switch uses a laminated process to produce the most efficient **Polarized** filters available. If you've been buying gas station sunglasses, you'll be amazed at the difference when you put on a pair of these high quality lenses. "Anti-Reflective Coating" and "Glare Reduction" may sound like marketing speak, but the first time you head out for a ride and see the world without glare you'll know what I mean. Without glare, you're ride is a whole new experience in crystal clear vision. As for the Anti-Reflective Coating, here's how it works; while a good lens will offer 100% UV protection, that protection is only against rays coming directly through the front of the lens. Unless your sunglasses are sealed against your face, like glacier goggles for example, your eyes are getting hit by harmful UV rays, that bounce off the back side of your sunglasses and into your eyes. This means your real UV protection is more like, 70%. This is where all that experience from making protective eyewear comes in. Switch's Anti-Reflective Coating absorbs light bouncing off the inside of the lens and increases the overall UV protection to more than 95%. That's a whole lot more than a buzz word, and well worth every penny to protect my eyes.

#### Final Say

It's really hard to come up with something I didn't like about the **Lynx**. If I'm getting really nit-picky, I'd prefer the lenses to be just slightly taller, but it's nothing that would keep me from buying them. Overall, the **Lynx** was a fantastic choice for running and cycling, and even with all the high-tech design that goes into the lenses, the magnetic feature is still a big selling point





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## WIRED

### SPOTLIGHT REVIEW

AUGUST 2012

#### WIRED - Review of LYCAN - August, 2012

<http://www.wired.com/reviews/2012/08/sports-shades/>

*"The Triguard polycarbonate lenses are just about scratch-proof. If you hit something hard enough to knock one of these things out, your sunglasses will be the least of your problems."*

A Camera Bag for the Shutter-Happy Outdo...


### Sports Shades to Fit Every Activity

Roundups, Sports & Outdoors

Reviewed by Billy Brown · August 14, 2012

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If you've ever tried to run a marathon wearing aviator sunglasses, you know the value of eyewear that's suited for specific uses. There's a pair of shades for almost every sport you can think of -- from riding a century or climbing a mountain to sitting around on a beach with a Corona.

#### The Swappers

Switch Vision aims to make switching lenses a simple affair with the magnetically attached lenses inside its new [Lycan sunglasses](#) (\$150). The interior side of the lens slips into a groove in the frames while strong magnets located near the temple hinges hold everything in place. The system works really well -- when you want to swap tints or treatments, the lenses pop right out when you push on them, and the new lenses snap right in. I was even able to swap lenses one-handed while driving (not recommended) without ending up rolling across the sidewalk. The lenses stay in place if you take a tumble, too. It took a lot of effort to knock the lenses out of the frames -- more of an impact than you're ever likely to encounter. The Lycans come with a set of polarized (shown above) and rose-tinted lenses, with a slew of other lens options available for between \$50 and \$120 each.

**WIRED** The Triguard polycarbonate lenses are just about scratch-proof. If you hit something hard enough to knock one of these things out, your sunglasses will be the least of your problems.

**TIRED** Sunglass case doesn't fit both sunglasses and the extra lens case. No rubber grip on earpieces.

1 2 3 4 5 6 7 8 9 10

Photo courtesy of Switch Vision

## Men's Fitness

### SPOTLIGHT REVIEW

SEPTEMBER 2012

#### Men's Fitness - Review of TIOGA - Nov., 2012

<http://www.mensfitness.com/mattie-schuler/top-10-high-performance-sunglasses?page=9>

*"Best For High Impact Sports. - The Switch Tioga, like Switch's entire eyewear line, uses a magnetic system which makes a lens swap as quick as a lighting shift, and the magnetics are strong enough to hold the lens in place—even during rough sports like snowboarding and mountain biking."*

Men's Fitness

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### Top 10 High-Performance Sports Sunglasses

The latest lineup of protective eyewear will keep you covered (literally) from workout to race day.

By Mattie Schuler



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#### BEST SPORTS SUNGLASSES

**8. Best for High-Impact Sports**

The Switch Tioga, like Switch's entire eyewear line, uses a magnetic system which makes a lens swap as quick as a lighting shift, and the magnetics are strong enough to hold the lens in place—even during rough sports like snowboarding and mountain biking. Frames and lenses are impact resistant, so don't be afraid to go full-speed. All eyewear includes one pair of polarized lenses and one pair of low-light rose amber lenses. You can also order Switch lenses in prescription. (\$139-149).

#### OpenAirLife.com - March, 2013

#### Gear Review of LYCAN

<http://www.openairlife.com/gear-reviews/accessories/334-gear-review-lycan-sunglasses-by-switch-eyewear>

*"Now if you want to try out some sweet glasses, these shades will not fail you. I love them and the unique magnetic lenses are great if you want to change lenses fast."*

Gear Review: Lycan Sunglasses by Switch Eyewear

Wednesday, 20 March 2013 22:19 Bryan



*If you have not yet seen these sun glasses, check them out, you'll not be disappointed."*