



INTERCHANGEABILITY IS A GAME CHANGER

RADARLOCK™

WITH SWITCHLOCK™ TECHNOLOGY

Oscar Pistorius

BEYOND REASON





THE COMPETITIVE LANDSCAPE IS CONSTANTLY CHANGING.

Competing at the Olympic level demands the most advanced technology available. Because when you're representing an entire country, millimeters and milliseconds matter. Introducing RadarLock™ – another example of Oakley's constant pursuit of innovation that's way ahead of its time. This frame and lens revolution lets athletes lock in premium lens tints so their vision can instantly adapt to any environment while keeping up with changing light. Oakley relentlessly goes where no one else has gone to develop technologies no one else has created. Because of this, athletes have what it takes to storm the stadium, push their limits and make history along the way. Going beyond reason doesn't just change the game; it can change sports forever.

Bryan Clay

LOCK IN MULTIPLE LENS TINTS. LOCK OUT THE COMPETITION.



RadarLock™ takes a radical look at what it means to be nimble. This revolutionary new performance sunglass lets athletes react to the ever-changing conditions of their sport with Oakley's wide array of premium lens tints. Optimized with Oakley's Switchlock™ Technology, you can match your vision to the environment with a simple mechanism that lets you swap out lenses quickly and easily. The suspension system holds the lens securely in place without uneven pressures or bending that can affect optical performance. So you can focus on form, not your equipment's function while keeping up with the changing light. All lenses feature High Definition Optics® for unrivaled clarity and impact protection. There's no better way to prepare for the world of elite competition.

ADAPT AND CONQUER.

Oakley has engineered premium lens tints for every place under the sun, and even environments where the sun is a no-show. From variable light conditions to diverse terrain, athletes can optimize their vision and maximize their performance in pursuit of their personal best.



Mark Cavendish

PERFORMANCE LENSES FOR EVERY CONDITION.

PERSIMMON

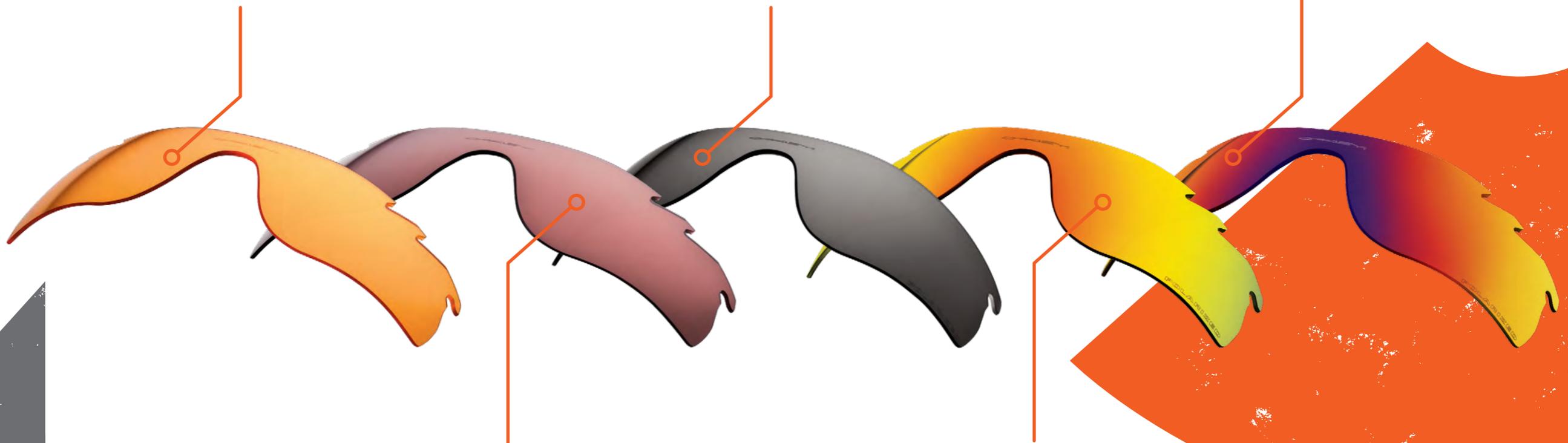
Oakley Persimmon improves visual contrast and depth perception to help athletes deal with the “flat” light of shade, haze and overcast skies. Cyclists and runners depend on this lens because it brings out subtle variation in terrain. Persimmon is a top pick for target sports, and the best choice for any athletic competition or training in low light.

BLACK IRIDIUM®

Bright sunlight can diminish the ability to see details in terrain, not to mention objects in shadows. Black Iridium® balances the light spectrum to help maintain optimal vision, and athletes rely on it in environments where color recognition is important for performance and safety. This lens works well for practically any activity under the sun, especially a blindingly bright one.

OO® RED IRIDIUM® POLARIZED

Combining balanced light filtering with the glare-cutting performance of HDPolarized™ optics, our OO® Red Iridium® Polarized lens gives the eyes a supreme level of comfort to help athletes stay focused and undistracted. It is a favorite for cycling, triathlon competitions, tennis, and water sports in bright sunlight.



G30™

Not too dark for shadows and not too light for direct sun, G30™ increases contrast in shades of green and cuts out the harsher wavelengths of blue light that can overwhelm vision and fatigue the eyes. G30™ is a favorite among track and field athletes, and it optimizes vision for golf, tennis, baseball and any other sport involving grass or greenery.

FIRE IRIDIUM® POLARIZED

The glare-cutting design of our Fire Iridium® Polarized lens enhances visual contrast and boosts depth perception in extremely bright sunlight. It is a favorite for cycling, mountain biking and all trail recreation. With its premium glare filtering, this lens is also well suited for water sports and snow conditions.

A professional cyclist in a red and white racing kit is riding a road bike on a paved road that curves through a rugged, mountainous landscape. The terrain is rocky and sparsely vegetated. In the background, there are more mountains under a clear sky. The image is presented in a dynamic, tilted perspective.

CLARITY CAN BE THE DIFFERENCE BETWEEN COMPETING AND DEFEATING.

HDO®

A culmination of patented technologies, Oakley High Definition Optics® (HDO®) provides the clearest, sharpest, most accurate vision possible. HDO® lets you see objects and opponents where they are, not shifted like the view from ordinary lenses.

OAKLEY HDPOLARIZED™

Oakley HDPolarized™ lenses block 99% of reflected glare while giving athletes sharp, clear and undistorted vision. They are made without the haze and optical distortion common to ordinary polarized lenses.

DESIGNED FOR THE FUTURE. DELIVERED EVERY DAY.

0 MATTER™

The science behind all-day comfort begins with 0 Matter™, a lightweight synthetic frame material engineered to serve the demands of professional athletes. Flexible and highly durable, 0 Matter™ gives athletes what they need to take their performance to the next level.



Mark Cavendish

DESIGNED FOR THE FUTURE. DELIVERED EVERY DAY.

O MATTER™

The science behind all-day comfort begins with O Matter™, a lightweight synthetic frame material engineered to serve the demands of professional athletes. Flexible and highly durable, O Matter™ gives athletes what they need to take their performance to the next level.

UNOBTANIUM®

Nobody innovates like Oakley, and the proof is in breakthroughs like Unobtainium®— a material that increases grip as you sweat. It first revolutionized motocross, then found its best application in eyewear. Unobtainium® earsocks and nose pads help ensure sunglasses stay securely in place, even when the competition gets intense.



Mark Cavendish



**IF IT'S NOT GOOD ENOUGH
FOR THE WORLD'S BEST,
IT'S NOT GOOD ENOUGH.**

More athletes have won more medals wearing Oakley sunglasses than any other eyewear. This in itself speaks volumes. So does the simple truth that world-class athletes put

their trust and faith in Oakley technologies for the performances of their lives. Trust is earned, and it is our heritage.





THE WORLD'S GREATEST ATHLETE.

BRYAN CLAY

Decathletes know bright sunlight is a performance killer because eyestrain can tense the muscles of the upper body, wasting energy and interfering with movement. Open-air stadiums can bring a range of sun conditions, so the Switchlock™ Technology of RadarLock™ gives Bryan Clay the ability to adapt his vision quickly and stay relaxed and focused. The wide peripheral view helps him keep track of runners trying to take the lead, and for all decathlon events, he can depend on the optical clarity and fidelity of High Definition Optics® for the sharpest, most accurate vision possible. On hot, sunny days, Bryan takes advantage of our 00® Red Iridium® Polarized lens because it cuts through glare, enhances depth perception and filters out harsh blue wavelengths for improved comfort. G30™ is his pick for medium bright conditions where he needs the performance advantages of improved depth perception. For the dull, flat light of overcast skies, he depends on our Persimmon lens to bring out fine detail with improved visual contrast.

[CLICK HERE TO SEE BRYAN'S VIDEO](#)

THE FASTEST MAN ON NO LEGS.

OSCAR PISTORIUS

Affectionately nicknamed “Blade Runner,” sprinter Oscar Pistorius needs to be ready for whatever the sun has in mind when he vies for glory, so he puts his trust and faith in Oakley performance eyewear. With RadarLock™, he knows he can adapt quickly to changing light and maintain the sharpest, most accurate vision possible because Switchlock™ Technology makes lens changing easy. The durable frame is comfortably lightweight, and Oscar benefits from improved concentration and focus because the optics curve around his eyes for a wide peripheral view that maintains precisely balanced vision with unbeatable clarity.

The South African sprinter trains in a wide range of light conditions, and with RadarLock™, he can adapt easily. In bright environments, he relies on our Black Iridium® lens for balanced light transmission and color recognition. When glare threatens to compromise his vision, he switches to Fire Iridium® Polarized or OO® Red Iridium® Polarized. Safety on some running paths is enhanced with visual contrast, so he depends on G30™ to bring out detail in shadows, and Persimmon for cutting through haze and tuning vision in low light.

[CLICK HERE TO SEE OSCAR'S VIDEO](#)





FAST MEANS NOTHING IF YOU DON'T WIN.

MARK CAVENDISH

Britain's top road cyclist Mark Cavendish will take on the 155-mile road race of the 2012 Games soon after completing the Tour de France, and he will need the focus that comes with the comfort of RadarLock™ – along with the ability to maximize his vision for whatever weather conditions he will face. Mark will take advantage of Switchlock™ Technology to utilize the lens that ensures the best possible performance. He will have a wide peripheral view with the clarity of High Definition Optics®, unrivaled impact protection, and side shielding against sun, wind and grit.

An all-around favorite for weather that ranges from mixed skies to sunshine, our G30™ lens gives Mark the enhanced contrast and depth perception he needs for road racing. For bright sun, his coveted pick is Black Iridium® because it balances light for high mountain roads while helping him maintain color recognition. He counts on Oakley's Persimmon lens to optimize his vision when the weather refuses to cooperate and the sun is a no-show. For routes that include roads with reflected sunlight, Fire Iridium® Polarized and OO® Red Iridium® Polarized lenses cut through glare to give him the best vision, safety and comfort.

THE DIFFERENCE BETWEEN AN OBSTACLE AND A HURDLE IS IN HOW FAST YOU OVERCOME IT.

LOLO JONES

A specialist in 60 meter and 100 meter hurdles, Lolo Jones demands the best from herself, and the same from her sunglasses. That is why she is a devotee of Oakley performance eyewear. Engineered for fast and hassle-free lens changing, the Switchlock™ Technology of RadarLock™ lets her match her vision to whatever light conditions she faces in training and competition. The comfortably lightweight frame stays in place with Unobtainium® components that increase grip with perspiration, and Lolo knows she has the protection of 100% UV filtering and industry-leading impact resistance to go along with the unbeatable clarity of High Definition Optics®.

Training can take Lolo anywhere, and in competition, open-air venues like the Olympic Stadium in London can mean a wide range of light conditions. Oakley's Fire Iridium® Polarized and OO® Red Iridium® Polarized lenses filter out blinding glare when she is out running in bright light that reflects off flat surfaces. The two lens options also improve her depth perception for the split-second timing of hurdle jumps during races. She relies on G30™ for the same benefit in medium sun brightness, and Persimmon when the sky is overcast.

[CLICK HERE TO SEE LOLO'S VIDEO](#)



YOU'RE NOT THE BEST UNLESS YOU'RE CONSTANTLY IMPROVING.



JAVIER GOMEZ

With a full spectrum of possible light conditions, the cycling and running segments of triathlons can challenge an athlete's vision in unpredictable ways. Javier Gomez doesn't leave anything up to chance, so he insists on Oakley performance eyewear. With RadarLock™ and its unique Switchlock™ Technology, he can change lenses and adapt quickly to the environment. Wind, dust and grit can stress the mind and body, so RadarLock™ is engineered with lens coverage that helps shield Javier's eyes while giving him uncompromising clarity and unbeatable protection.

Olympic triathlons are a single continuous race, so when weather conditions bring mixed sun and clouds, Javier chooses the G30™ lens for its versatility and high contrast. Under fully overcast skies, Persimmon gives him more light transmission, and it is tuned with filtering that helps him spot whatever may threaten his biking and running. Oakley's OO® Red Iridium® Polarized and Fire Iridium® Polarized lenses are his choice for bright sun because they boost contrast and depth perception while stopping 99% of reflected glare that can fatigue his eyes.

[CLICK HERE TO SEE JAVIER'S VIDEO](#)

NAMED FOR A KING. NOTORIOUS FOR HIS REIGN.

CADEL EVANS

Winner of the 2011 Tour de France, Australian road cyclist Cadel Evans pushes himself beyond all limits, and he respects Oakley for doing the same with performance innovation. He sees RadarLock™ eyewear as a crowning achievement and relies on its Switchlock™ Technology to optimize and adapt his vision with ease. The durability and protection of RadarLock™ meet his uncompromising performance demands while its High Definition Optics® and comfortably secure fit provide a race-ready solution for the challenges of road cycling.

Cadel's racing can take place in a kaleidoscope of light conditions, and as a former champion mountain biker, his fitness training can take him anywhere. When the route mixes sun, clouds and shade, he relies on the G30™ lens and its high contrast optics that enhance depth perception. Road racing in high mountains can mean blinding sun, so Cadel depends on our Black Iridium® lens for balanced light transmission. Glare is a factor when following cars in a race caravan, and both the Fire Iridium® Polarized and OO® Red Iridium® Polarized lenses excel at glare filtering. When the weather is dismal and the race must go on, Cadel chooses the Persimmon lens for tuned contrast in low light.



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