

Manufacturer claims it is introducing 'a whole new lens category' for motorists

Windscreen no barrier to latest photochromic

Next weekend's Silmo show will see the world's first polarised photochromic lens that works behind a car windscreen unveiled by Transitions and Younger Optics.

Drivewear has been designed to meet the visual demands of driving and uses photochromic technology that is activated both by UV and visible light, with NuPolar polarisation to provide protection from glare.

'Drivewear's combination of technologies is so advanced and novel that multiple patents have been filed on this invention and a whole new lens category is introduced,' according to David Rips, president and chief executive of Younger Optics.

Julian Wiles, sales director, at Taylor Optical, which distributes Younger products in the UK, told *Optician* that early feedback from practitioners and



Drivewear: copper-coloured tint highlights reds and green

their patients had been terrific. 'A lot of dispensing opticians and customers have been asking for this product for a long time. We're selling it semi-finished so any optician can use any lab to supply their patients.'

In low light, the lenses are a green/yellow colour which provides high contrast and is designed to minimise glare and maximise useful light informa-

tion reaching the eye. Behind the windscreen of a car on a sunny day they change to a copper colour which reduces glare and excess visual light and provides good traffic signal recognition, highlighting reds and greens. Finally, in sunny outdoor conditions, they become a dark reddish-brown, providing maximum comfort in bright conditions by filtering excess light.

Luca Conte, business manager at Transitions Optical in the UK, said that some opticians are reluctant to recommend Transitions because they do not work in a car. 'If a patient spends a lot of time driving, if they're a professional driver, then Drivewear is something you can offer them,' he said.

The lenses are available from -8.00 to +6.00 in single vision and with the light transmission factor ranging from 35 to 12 per cent. Visit www.drivewearlens.com for more details.