



### **Emmy - Winning director depends on Drivewear lenses while filming PBS documentary in Antarctica**

March 28, 2007

In 2006, Younger Optics and Transitions Optical, Inc. teamed up to create a product specifically to meet the unique demands of the driving task. Drivewear® lenses Activated by Transitions™ are the first polarized photochromic lenses to darken behind the windshield of a car. Since their introduction, Drivewear lenses have been getting rave reviews – not only for the specific task of driving, but in achieving ultimate vision while in extreme, changing light conditions.

Drivewear lenses did just that for Kirk Wolfinger, a two-time Emmy Award winning director and co-founder of Lone Wolf Documentary Group. Wolfinger recently traveled to Antarctica to film a documentary – *Antarctica's Icy Secrets* – to be aired on NOVA, a premiere science series on PBS. Antarctica is known for its rugged physical conditions, but because Antarctic summers consist of 24 hours of daylight, it can be just as demanding on the eyes. In order to overcome the extreme lighting conditions of Antarctica and produce the best possible documentary, Wolfinger knew he needed more than just regular sunglasses lenses.

He turned to David Heward, O.D., from Harbor View Eye Care in South Portland, Maine. Dr. Heward, who has been Kirk's eye doctor for more than 10 years and wears the lenses himself on a daily basis, recommended Drivewear lenses as a way to combat the harsh lighting conditions of Antarctica.

Dr. Heward discussed the idea with Southern Maine Optical – a Transitions STAR wholesale laboratory, also located in Portland, Maine – who agreed that these lenses would be a perfect fit for Wolfinger's needs.

Throughout the trip, Wolfinger was highly satisfied with the ability of Drivewear lenses to adjust to the intense lighting conditions and make objects appear crisper – an attribute which enhanced his ability to pick and analyze camera angles while filming. Now that he is home from Antarctica, Wolfinger uses Drivewear lenses every day – and is amazed by the way they enhanced his vision while driving. He has even ordered a second pair.

On the following page is a letter he wrote to Dr. Heward, commenting on the high-quality performance of Drivewear lenses while in Antarctica. Also included are images, quotes and additional information about Wolfinger and Drivewear lenses.

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Dr. Heward ,

Some pictures from Antarctica sporting my Drivewear lenses. These are just thumbnails, they are actually beautiful 35mm digital prints that show the lenses and the environment quite well. I'll be happy to have some printed for you.

Thanks for helping me secure these lenses and the frames. They performed magnificently !! Most people understand the conditions in Antarctica are rugged physically but they are just as demanding on your eyes. Antarctic summer is 24 hours of daylight; it's bright and constant. It takes a toll on your vision and there is no turning away from it. The reflection that bounces that light from the snow and ice makes looking down as difficult as looking toward the sun. Obviously, I'm there to capture this environment in pictures so my vision is incredibly important. Working 15 hour days I got tired, but my eyes never did. The Drivewear lenses not only protected my vision but they enhanced my ability to pick and analyze camera angles and set ups; their seamless shifting to adjust to the various gradations of the sun's angles and brightness , including scenes we shot indoors , in tents and in helicopters , made my job a lot easier.

Kirk Wolfinger  
Director  
Lone Wolf Documentary Group

Cc: Southern Maine Optical

On assignment in Antarctica for PBS' **NOVA** production

**"Antarctica's Icy Secrets"**

*Kirk Wolfinger is an Emmy Award winning director for NOVA , PBS premiere science series .*

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## Emmy Award Winning Director Kirk Wolfinger Chooses Drivewear® Lenses – 3

*“A summer in Antarctica includes 24 hours of bright, constant daylight that really takes a toll on your vision. As a director, I need to capture the environment as it is, and my vision is extremely important. Working 15 hour days, I got tired, but my eyes never did. The Drivewear™ lenses not only protected my vision, but enhanced my ability to pick and analyze camera angles while filming. Their seamless shifting to adjust to the various lighting conditions and the sun’s brightness – including scenes we shot indoors, in tents and in helicopters – made my job a lot easier.”*

*“I’m home from Antarctica, but I still use my Drivewear lenses and would recommend them to anyone for everyday sunwear. Whether you’re in the car, outdoors or in a helicopter, Drivewear lenses enhance the details far better than regular sunglass lenses and make objects appear crisper.”*

**- Kirk Wolfinger, director, Lone Wolf Documentary Group**

*“For the ten years I’ve known and treated Kirk, his healthy sight has always been at the top of his list and mine. When Kirk said he was traveling to Antarctica, I knew he would need paramount lenses to not only combat the harsh lighting conditions of Antarctica, but lenses that would allow him to just see his best. Drivewear lenses do just that. Whether you’re in a car driving or hiking in the great outdoors, Drivewear lenses deliver optimal vision – protecting the eyes from UV and glare and stepping up when polarized lenses just aren’t enough. Kirk asked for the best, and I wouldn’t prescribe him anything less than that.”*

**- David Heward, O.D., Harbor View Eye Care, South Portland, Maine**

### ABOUT KIRK WOLFINGER

A featured producer and director for the Lone Wolf Documentary Group, Kirk Wolfinger has worked in the film industry for 23 years. Wolfinger has produced and directed numerous critically acclaimed documentary programs presented nationally and internationally on all the major networks. He has won two Emmy Awards and has had five Emmy nominations for his work. Additional awards won by Wolfinger include a Peabody Award, the American Film Festival Blue Ribbon and the Independent Documentary Association award.

Most recently, Wolfinger traveled to Antarctica to film a documentary for a PBS NOVA production entitled *Antarctica’s Icy Secrets*. His other work includes 35 episodes of the History Channel’s *Deep See Detectives*, and a two-hour marquee special for the History Channel entitled *Titanic’s Final Moments: Missing Pieces*. Other recent broadcasts on the History Channel include a two-hour special based on a book by Gene Krantz, *Failure is not an Option*, with a sequel, *Beyond the Moon*. Lone Wolf productions from NOVA include *Ancient Refuge in the Holy Land*; *To the Moon and Hitler’s Lost Sub*. In 2002, Wolfinger, along with Rocky Collins, won a National Emmy for their NOVA/New York Times production of *Bioterror*. The team was also nominated in 2003 for *Dirty Bomb*, also featured on NOVA. Wolfinger also worked on *Ravens: Secret War in Laos* for Discovery Times, and the National Geographic Specials *Mayday: Lost at Sea* and *Pearl Harbor: Legacy of Attack*.

While working with Varied Directions International, Wolfinger served as the series producer and director for Turner’s highly acclaimed original series, *Moon Shot: The Inside Story of America’s Race to the Moon*. In addition, he also produced *Portrait of Castro’s Cuba* for TBS, and two episodes of the PBS series, *Making Sense of the Sixties*. Some of Kirk’s later work at Varied Directions includes *Submarine!*, *Daredevils of the Sky*; *Titanic’s Lost Sister*; *Battle Alert in the Gulf*; *The Beast of Loch Ness*; and *Lincoln’s Secret Weapon* – all credited for WGBH’s series, *NOVA*.

## Emmy Award Winning Director Kirk Wolfinger Chooses Drivewear® Lenses – 4

### ABOUT DRIVEWEAR® LENSES

Specifically to meet the unique visual demands of the driving task, Younger Optics offers Drivewear® lenses Activated by Transitions™ – the first polarized photochromic lenses to darken the windshield of a car. Drivewear lenses uniquely combine two of the most advanced technologies found in the eyeglass industry today: Transitions™ Photochromic Technology and NuPolar® polarization. Because these lenses are Activated by Transitions, they provide automatic UV protection, blocking 100 percent of UVA and UVB rays.

In low light, the lenses take on a high contrast green/yellow color designed to minimize glare and maximize useful light information reaching the eye. In daylight (behind the windshield of a car), they change to a copper color, which reduces glare and excess visual light and provides good traffic signal recognition, highlighting reds and greens. Finally, in outdoor conditions, they become a dark reddish-brown color, providing maximum comfort in high light conditions by filtering excess light so that the eye does not become saturated.

More information on Drivewear lenses Activated by Transitions is available at [www.drivewearlens.com](http://www.drivewearlens.com).



#### Image Caption:

Kirk Wolfinger, director of Lone Wolf Documentary Group, recently wore Drivewear® lenses activated by Transitions™ while filming a documentary in Antarctica for PBS' NOVA series.

