



CAPTIVATE - SEVEN YEARS IN THE MAKING

Wiley X is known within the eyewear industry as a leader in innovation and its new polarised CAPTIVATE lens technology is a true testament to this.

With the introduction of CAPTIVATE, Wiley X once again leaves a significant footprint in the fishing industry by pushing the boundaries of what's possible in developing a new lens technology – an achievement it believes will be hard to match in years to come.

So are these new lenses a marketing gimmick, or are they the real deal?

Regardless of the trade or product, to be successful, a product that's new to the market must beat what already exists.

Tackle Trade World has been testing the CAPTIVATE lens technology since September 2019 and it's fair to say that Wiley X's latest product backs up all of the claims in a big way.

WHY CAPTIVATE?

But what is CAPTIVATE and what are the benefits to anglers?

In essence, CAPTIVATE lens technology focuses on blocking three bandwidths within the visual spectrum to improve definition and clarity, with vibrant contrast and vivid detail.

We all know that our eyewear must block out all UV (ultra-violet) light. The UV light is shown in the diagram on the

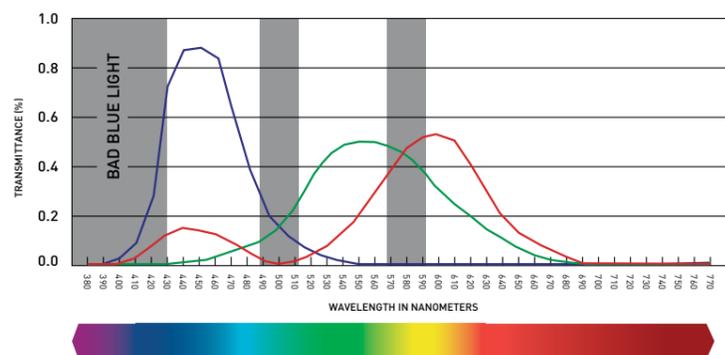
light spectrum in the far-left side of the nanometer scale. (See scale below).

CAPTIVATE blocks harmful blue light from 380nm to 430nm but allows good blue light into our eyes while blocking harmful HEV blue-violet light, which reduces glare and reflected blue light off moisture in the air.

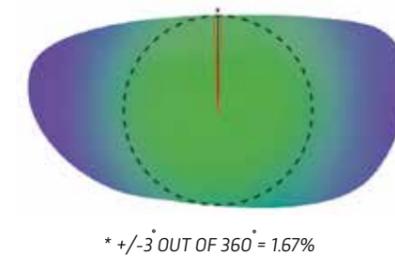
It is important to remember that spending one hour outside on a normal, overcast day exposes our eyes up to at least 30 times more blue light than spending one hour inside sitting in front of a screen. Wiley X CAPTIVATE is the only premium polarised eyewear brand that blocks out all bad blue light up to 430nm.

BUT THERE ARE OTHER BENEFITS TOO:

- Better depth perception. By eliminating the harmful blue light haze while separating and enhancing colours in the visual spectrum, CAPTIVATE lenses will improve depth perception.
- Greater clarity. Blue light with shorter wavelengths and higher frequencies scatters light and creates haze. By filtering out this 'bad' blue light, CAPTIVATE removes the haze and allows objects in the distance to be seen clearly.
- Increased alertness / elevated mood. CAPTIVATE lenses allow the beneficial side of blue light to be seen. This helps maintain the body's circadian biological clock and the



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sleep / wake cycle. This beneficial blue light also boosts alertness, improves memory and elevates mood.

- Blocks UV and HEV rays. CAPTIVATE blocks the UV / HEV rays of light that are harmful to our eyes, reducing the risk of damage to retinal cells and age-related macular degeneration.

CAPTIVATE also filters two bandwidths of light where blue merges with green and green merges with red. This light confuses the eye making objects appear blurry. Blocking out confusing wavelengths allows for a truer colour experience. In other words, CAPTIVATE leaves you with enhanced colours and increased contrast.

FURTHER ADVANCES

But we found out that Wiley X had a few more advantages than those which ordinarily meet the eye. The firm has chosen to provide all CAPTIVATE lenses with the most advanced coating of them all – an oleophobic coating. This coating creates a smoother lens surface, which helps to keep dust, dirt, oil, snow and water from sticking to the lens. This, in turn, helps prevent smudging and water spots, making the lenses much easier to clean than an uncoated, standard lens. It is the same technology used on modern smartphones.

The final step in creating the ultimate fishing lens technology was to introduce a new scratch/abrasion-resistant coating. This coating achieves a Bayer 7 rating for scratch resistance. To put the rating in context, the eyewear industry considers a 4 or higher a premium coating.

Wiley X will always respect the decision that was made more than 30 years ago to be the best and most tested eyewear brand in the world.

Wiley X polarised lenses are tested before they are even cut and carefully measured to maintain the best optical quality in the final product. If the style fails one of many tests, the entire batch will be destroyed and never taken to market.

When you purchase a Wiley X product, you don't just buy a pair of sunglasses, you buy into its entire philosophy.

ACCURACY IS KEY

As an angler, you always want to get the maximum out of your time spent on the water as well as your equipment. In order to ensure that the polarisation filters are at their maximum, Wiley X places its polarised filter with a tolerance of only +/-3 degrees or 1.67 per cent.

Wiley X is known within the trade as the only premium polarised eyewear manufacturer to offer this level of polarised accuracy, ensuring that you're left with the best possible product.

All Wiley X lenses meet the strictest ANSI optical clarity requirements. Wiley X's uncompromising commitment to protection means that it tests all of its lenses against ANSI's strict standards for accuracy of vision:

- Resolving power (clarity). Ordinary lenses can distort objects viewed from a distance. As measured in tests utilised for the ANSI standard, Wiley X lenses provide a clearer view.

- Refractive power. Inferior lenses can alter the true size of objects as if looking through another person's prescription lens. Wiley X ANSI safety rated lenses maintain true relative object size.
- Prismatic power. It is common for ordinary lenses to bend light, causing focal objects to appear off-centre. Wiley X ANSI safety rated lenses provide a true spatial relationship of objects in the field of view.

CONCLUSION

The days of gas station sunglasses are behind us. We live in a time where eyewear has evolved from a cool accessory to a necessary piece of equipment. CAPTIVATE provides such an enhanced colour experience that it makes it almost impossible to go back to traditional lenses. Wiley X has always made high-performance products but this time it has truly outdone itself.

For further information, please visit: www.wileyx.com/captivate

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