

PRESS RELEASE

Breakthrough Sunglasses Defend Against Digital Danger

Lens coating innovations ensure optimal protection from sun and screen

July 15, 2015 - Launching today on Kickstarter, **Gauss Eyewear** is providing its backers with optimal protection from harmful radiation of the sun, eyestrain-causing electromagnetic interference (EMI) and sleep-depriving blue light radiation emitted by digital device screens.

Gauss glasses can be worn outdoors like regular sunglasses, indoors and even when driving at night. The breakthrough is made possible by combining a proprietary Blueguard coating with photochromic, high index lenses that block EMI, UV/A and UV/B while automatically changing their color and opacity from 10 - 75%.

“Our mission is to redefine eye protection for the digital age with lenses that are clear, but change their color depending on your environment while protecting you from the harmful light emitted by digital device screens,” explains Gauss Co-Founder, Peter 'Pit' Marx.

Studies show that the blue light from digital devices actively suppresses melatonin production and disrupts sleep patterns while digital eyestrain can lead to dryness, irritation, fatigue, blurry vision and headaches

“With the growth of tablets, smartphones, TVs and computers, our eyes are increasingly subject to a constant barrage of digital input,” adds Co-Founder, Jay Uhdinger. “We’re proud to say that our glasses are the first to protect you from all forms of harmful light.”

Gauss glasses also use an Achromaflex coating to reduce light reflection, while a 2-micron dip hard coating makes it difficult for the lenses to be scratched. Meanwhile, super-hydrophobic coating ensures that liquids roll off the surface of the lenses and dust particles refuse to stick.

Kickstarter backers can select from one of six classic styles with four ultra-lightweight titanium frame colors for just \$100. Because Gauss sell directly from the lens laboratory, they eliminate any middleman markup and pass on the savings to their customers. This allows them to sell superior lens technology not found in any brand name sunglasses for a fraction of the price.

The Kickstarter campaign for Gauss Eyewear runs until the morning of the 19th of August, 2015 and can be found at <http://kck.st/1eZQBnA>

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Media files & more: <http://gausseyewear.com/media-resources/>

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GAUSS




 **Bluelight Protection (400nm - 440nm)**

 **Enhanced UV blocking (290nm - 420nm)**

 **Self-Tinting Lenses (10% - 75% Opacity Change)**

 **Ultra Lightweight Titanium Frames**

 **Superhydrophobic Coating, 6 Models, High Index Lenses & More...**





Features	No Name Eyewear	Brand Name Eyewear	GAUSS Eyewear
100% UV/A Protection	~ 30%	~ 50%	✓
100% UV/B Protection	~ 50%	✓	✓
UV Block (->420nm)	—	—	✓
AR Coating Front	—	—	✓
AR Coating Back	—	~ 10%	✓
High Index Lens 1.6+	—	—	✓
Hard Coating	—	~ 10%	✓
Antistatic Lens	—	—	✓
Superhydrophobic Front	—	—	✓
Superhydrophobic Back	—	~ 10%	✓
Adapts to Light Conditions	—	—	✓

The percentage indicates how many companies approximately sell sunglasses with these features