

CLASSIC DRIVER

New Oakley sunglasses with Motorola technology



Motorola and Oakley have unveiled a new line of premium Bluetooth wireless technology eyewear designed to keep consumers comfortable and connected. Named RAZRWire, the invention frees the wearer from cumbersome wires and allows active users to quickly answer or place calls with the touch of a button. RAZRWire represents the fusion of world-class Oakley optics with Motorola's industry-leading Bluetooth technology.

Available in three frame colors RAZRWire delivers communication in a fashionable, convenient package. The product was developed to meet the needs of active consumers seeking seamless mobility, offering them an integrated easy-to-use design. For cyclists, skateboarders, rock climbers, golfers - practically anyone who is active outdoors - the innovative eyewear encourages hands-free connection while on the go.

"Motorola's leadership in Bluetooth wireless technology has opened doors with industry leaders like Oakley, who have the credibility and engineering expertise to collaborate on breakthrough products," said Bruce Hawver, Vice President and General Manager, Motorola Companion Products group.

"This new line of wireless wearables creates a seamless experience for active consumers - they can go from one environment to the next and stay connected at the touch of a button."

"Technology is shaping the future of fashion," said Cos Lykos, Vice President Business Development, Oakley. "RAZRWire is a uniquely positioned product that innovates fashion with science to blend form with function, optimizing both."

The unique features of RAZRWire include Oakley's comfortable, lightweight frame made of O-Luminum, a durable alloy that is 40 percent lighter than pure titanium. RAZRWire includes patented XYZ Optics(R), an innovation that maintains razor-sharp clarity at all angles of vision. Customers also get the impact protection and 100% UV filtering synonymous with Oakley performance eyewear, and all this technology comes with the convenience of never having to worry about tangled wires again. The product is expected to be available in the second half of 2005.



Words/Photos: Motorola

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