



SHAMIR DRIVER INTELLIGENCE™

Enhance your road performance

At Shamir, we've always taken pride in making the extra effort to effectively "see through our users' eyes".

Introducing a comprehensive solution that addresses varied visual needs and lighting conditions when driving, comprising of two pairs of lenses that deliver a 24 hour solution, for driving enthusiasts, professionals and everyday drivers.



Sun

for daylight
driving



Moon

for low-light
& night driving





We're proud
to announce

SHAMIR DRIVER INTELLIGENCE™

The Ultimate Driving
Vision Technology

Shamir **Driver Intelligence™** is the result of integrating our proven lens technology and design methodology with the real-world racetrack experience of the Renault Group-owned BWT Alpine F1® Team. Our state-of-the-art lenses help deliver the clearest, sharpest vision, *enhanced color contrast, improved reaction times, and ultimately – a relaxing journey on the road – at any time, under all circumstances.

*Color Enhancement Coming Soon

The drive for **better vision on the road**

Challenges to driver vision may include sudden changes in road types and conditions, difficulty maintaining attention and mental focus, visual fatigue, the ongoing need to readjust focus on both fast-moving objects outside the car and readouts within, and glare – from sunlight, reflective vehicles, road signs and digital signage, wet and rainy streets and more

Eyes on the road!^[1]

Visual fatigue



1 in 5
drivers

Disturbing glare



74%
of drivers experience
disturbing glare in
low light



70%
of drivers experience
disturbing glare on
sunny days

Trouble adjusting gaze direction



1 in 3
of drivers

Limited far field-of-view



19%
of drivers

Where to look?



More focus shifts

Dashboard, digital displays, mirrors, near and far traffic, road signs



Blinding effects

Ultra-bright LED car lights and streetlights, glare from digital consoles, & reflected glare from car windows, mirrors, & dashboards



High cognitive load

Constant attention to a wide range of signals

[1] Sanitas Advisors

[2] Shamir Quantitative Market Research Drive Wear_2023 VFJW.



Light matters!



Vision concerns prevent driving at night^[2]



Eye strain or fatigue during night driving^[2]

Blinding effects

- **Temporary vision loss** due to sun glare
- **Declined visual acuity/contrast sensitivity** during light transitions
- **Reduced hue/color perception** in weak illumination and glare
- **Compromised reaction time** in low light
- **Night myopia and mesopic vision (acuity) limitations** in conditions of transitioning light, twilight, intermediate illumination, or excess optical power

Next-Gen **Shamir** Technologies

& BWT Alpine F1[®] Team Pro Insights

Shamir was the first to employ elements of Artificial Intelligence in its optical design, along with eye tracking and Big Data, in the development of groundbreaking optical offerings. Our partner, Renault Group's BWT Alpine F1[®] Team, is among the world's leading professional car racing squads.

Together, we have driven innovation in performance lenses to a whole new level. We enriched Shamir's Big Data set with extensive input, insights and data from pro drivers facing extreme road challenges and from everyday drivers. We also incorporated real-world measurements under varied road and lighting conditions, and head/eye tracking of BWT Alpine F1[®] Team's pro drivers.

BWT
ALPINE
F1[®] TEAM

shamir

OPTICAL PERFORMANCE PARTNER



What's Behind The Innovation



- 14 million gaze points sampled
- Studies using 80 vehicle types, with drivers of almost every age and gender
- 200 driving scenarios researched
- Measurements with pro and everyday drivers



Shamir's AI-aided processing & design



State-of-the-art driving-dedicated lenses



SHAMIR DRIVER INTELLIGENCE™

Redefining driving vision technology

Benefits that ignite a superior driving experience

With Shamir **Driver Intelligence™**, everyday drivers can see and feel the benefits in every journey^[3]



Increased road awareness
due to higher attention



Lower cognitive load
for improved visual processing



Optimal physical comfort
enabling a more pleasant drive with
less effort



Greater confidence
under varied conditions



Faster reaction times
for improved performance

[3] Based on research, samples, pilot analyses, and actual lens design measurements conducted by Shamir.


[4] PAL = Progressive addition lens.

[5] Compared with PAL effective visual fields.



Sun

for daylight
driving



Drivers' feedback^{[5] [3]}

Visual information processing effort

»»» reduced by **16%**

Wider visual fields

»»» up to **33%** horizontal and **18%** vertical vs. standard PAL^[4]

Improved nighttime vision

»»» using myopic shift compensation and low-reflection coating

Faster reaction times

»»» by **11%** in daytime, **15%** in nighttime

☾
Moon

for low-light & night driving



Sun

for daylight
driving

Advanced filters*

Sun daylight lenses incorporate advanced materials that enhance color perception*.

- Makes colors and objects appear more vivid*, similar to the effects of **Formula F1**[®] racing helmet visors
- Improves ability to distinguish important details on the road and speeds up object recognition in central and peripheral visual areas, enabling faster response times and improved driving safety and performance.

Premium coatings

- Sun lenses coating for daytime: **Shamir Glacier™ Sun** – Powerful protection, sun glare reduction, durability, and easy cleaning
- Moon lenses coating for nighttime and low-light conditions: **Shamir Glacier Expression™** – Anti-reflective, for a 25% increase in contrast sensitivity, reduction in visual noise and eye fatigue, and improved reaction times, for most users^[6]

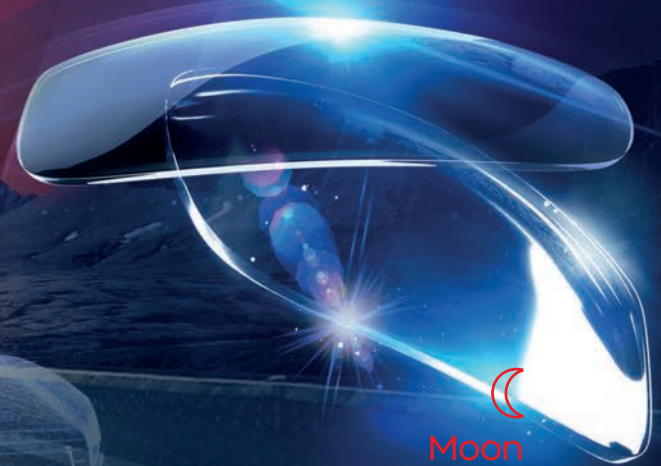
[6] Based on research, samples, pilot analyses, and actual lens design measurements conducted by Shamir, and/or applicable scientific references.

*Color Enhancement Coming Soon

Key design features

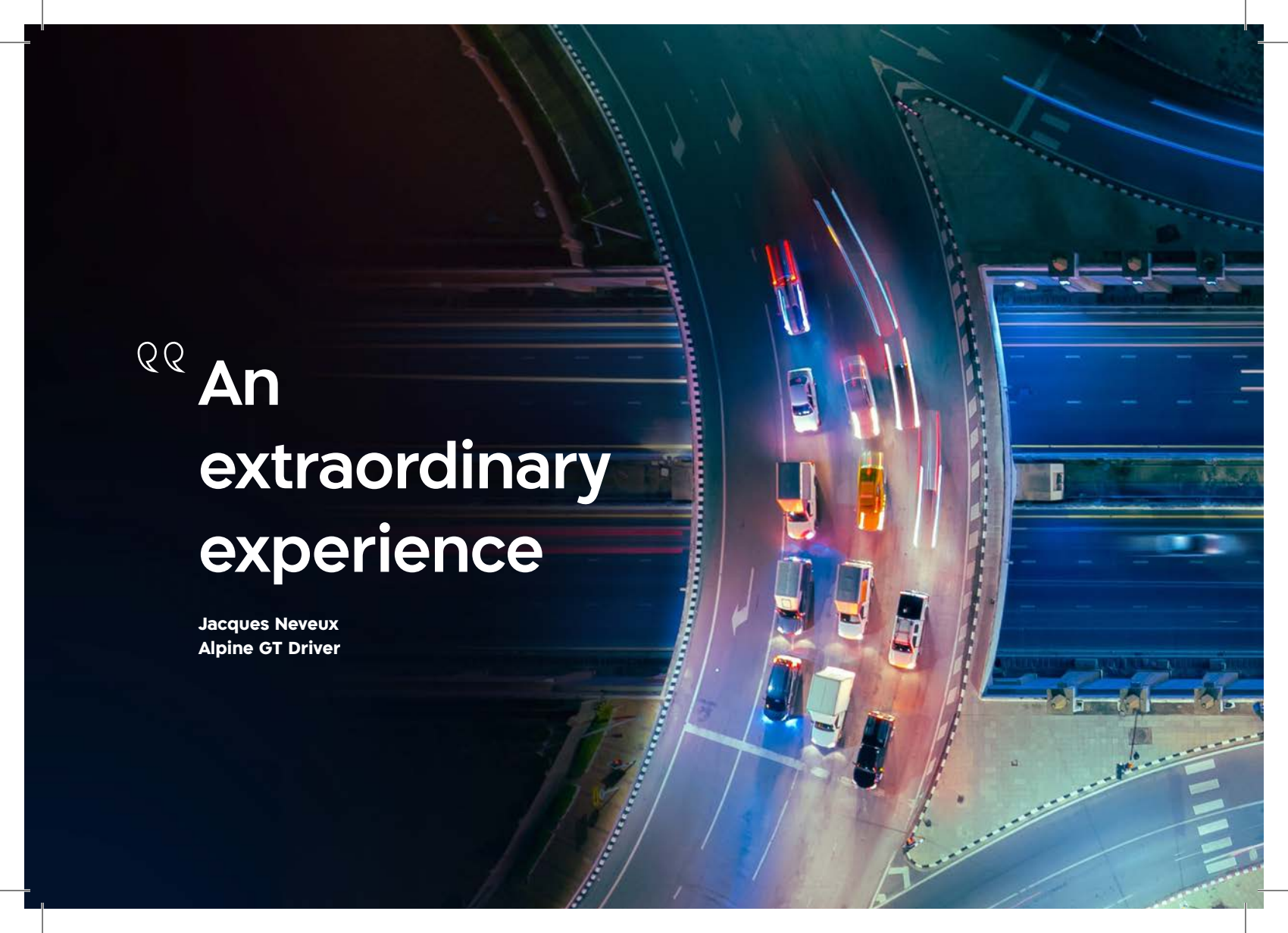
- Soft, low-distortion design
- High acuity; excellent wide far vision
- Digital-friendly power profile
- Natural Posture™ technology
- Visual age-based myopic shift for improved low-light sharpness
- Available for any frame tilt, from flat to high-curve

Key features




Moon

for low-light
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“ An
extraordinary
experience

Jacques Neveux
Alpine GT Driver



To see like this is to see the future, because you see exactly where you'll go a half-second after. The peripheral vision is like I never experienced before, and I feel that my eyes are not working as hard, they can focus on all distances. It's clearly better for me.

Jacques Neveux
Alpine GT Driver



With the night lenses, I've got better vision. There's less glare and the lights look sharper. With the daytime lenses, the colors are more intense, the glasses seem to enhance the contrast and, most importantly, they soften the luminosity in gray weather.

Fabrice De-Cazanove,
city driver

SCAN HERE
FOR SPECS
and more information on
Driver Intelligence™



SHAMIR DRIVER INTELLIGENCE™

Enhance your road performance





Perfect vision. **Personal touch**