



Perfect Vision starts with your lenses.

At Shamir, we design our lens products with you in mind.

We classify our lenses into **Everyday, Work, and Play** to make your selection easy.

*Ask your Eye Care Professional about which Shamir lens is right for you!*



[shamirlens.com](http://shamirlens.com)



Driver Intelligence™

The **Ultimate Driving** Vision Technology





# 2 Lenses 1 Goal

EVERYDAY LENS



## Driver Intelligence™



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.

### Benefits

- **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**

### Who It's For

Anyone who drives and faces adverse conditions such as sudden changes in road conditions, visual fatigue, and readjusting focal points between the dashboard gauges, digital displays, and various parts of the road.

**Driver Intelligence™ Sun & Driver Intelligence™ Moon** work for professional, recreational, and daily drivers equally as well.

### 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

### Light matters!



[1] Shamir Quantitative Market Research Drive Wear\_2023 VFJW.

