



Meeting the highest standards in the mountains
The new outdoor model TERREXpro from adidas eyewear



TERREXpro black



TERREXpro phantom/red



TERREXpro aluminium



Linz, June 2009: This summer, eyewear specialist adidas eyewear is bringing out a revolutionary outdoor model for alpinists – the TERREXpro. adidas eyewear worked closely with mountain sports professionals to develop outdoor eyewear that meets the latest standards. With its unique construction and all-round features, the TERREXpro provides mountaineers with clear views and great protection in all weathers – even in extreme situations.

The correct eye protection and clear sight are absolutely essential, especially for challenging climbs in the high mountains. In their efforts to deliver maximum performance, alpinists are hampered by bright sunlight, high UV levels and difficult weather conditions like snow, ice and severe cold. High-quality, durable outdoor eyewear is a crucial part of mountain equipment. "When I'm testing my limits during expeditions and extreme climbs, nothing is more important than first-class equipment. Every single movement must be right, absolute concentration is required, and I must never lose sight of the overall picture. That makes eye protection a matter of life and death. Snow blindness would be the worst thing to happen on a mountain," explains Robert Jasper (GER), the world-leading mountaineer. Together with other elite outdoor athletes like Thomas and Alexander Huber (GER), Tomaz Humar (SLO), Gerlinde Kaltenbrunner (AUT) and Albert Leichtfried (AUT), he has contributed his many years of experience to the development of the new outdoor eyewear TERREXpro from adidas eyewear. The result is revolutionary mountaineering eyewear meeting the highest standards.

The Terrex pro's features have already been distinguished by the industry by winning the 2009 Outdoor industry award in the category 'mountain equipment'. This coveted prize in the outdoor market is held within the framework of the Outdoor fair in Friedrichshafen under the umbrella of the iF design (International Forum Design) and acclaimed worldwide. Winning criteria attributes were design quality, functionality and safety aspects; assets that accurately outline the Terrex's outstanding features.

Innovative twin filter

One of the principal technical innovations in the TERREXpro is the removable twin filter. If needed, the twin filter is clipped to the inside of the outdoor eyewear after removing the bridge. The twin filter has its own bridge (**Double-Snap Nose Bridge™**). The ClimaCool™ pad fully encloses the frame of the twin filter. This soft foam guarantees that the eyewear sits perfectly on the face, protecting the eyes from wind or snow. Temperatures can vary widely in extreme climbs – temperatures of +50°C in India and -50°C on Denali in Alaska are not unheard of. The twin filter keeps moisture or cold air away from the eyes, even in

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extreme temperatures and heavy precipitation. The **ClimaCool™ ventilation technology** of the twin filter and the **antifog coating** of the front filter combine to ensure that the eyewear neither mists up nor freezes.

Ideal vision

The TERREXpro uses high-quality filter technology to provide perfect vision at all times. The filters are made of an extra-light, scratchproof and virtually unbreakable polycarbonate. The Vision Advantage PC™ filters meet the standards of optical quality class 1 and provide 100 % protection from UVA, UVB und UVC. The **LST™ active** filter has a brightening effect while increasing light absorption and contrast. The TERREXpro is also available with very dark **Space Lenses**, which absorb up to 95 per cent of the sun's rays. The third filter option is the **LST™ vario**. This filter automatically adjusts to different light conditions, changing from filter category 2 to 3 and back again. This means the eyes tire less quickly while improving colour perception. For alpine expeditions in gloomy and cloudy weather there is also a second pair of filters in orange (**LST™ bright**) with a brightening effect.

Perfect fit

The TERREXpro is made of **SPX™**, an ultra-light, temperature-resistant material that also gives the eyewear its added durability. The innovative frame design and the 8-base wrap of the filters provide a close fit around the eyes, protecting them from hazardous external factors like intense solar radiation, glare and dust. The broad temples also protect the eyes from the side, without creating an unpleasant feeling by touching the skin. Using the **TRI.FIT™ system**, the temples can be adjusted to three positions, so they perfectly fit individual head shapes. And the **Quick Release Hinge™ system** ensures that the temples come away rather than breaking when subjected to excessive force. You can then simply re-attach them to the frame. The bridge can be set at two levels and adapted to the shape of the nose (**Double-Snap Nose Bridge™**). This mountaineering eyewear also sits securely and comfortably thanks to the **Traction Grip™ material** at the end of the temples.

Individual solutions for poor eyesight

Even the best sports eyewear wear is no use if mountaineers fail to correct their eyesight. adidas eyewear's **RXready™ system** provides three great ways to correct impaired vision. Version 1: The TERREXpro itself can be fitted with **direct glazing**. Version 2: The removable twin filter can be fitted with suitable direct glazing. The optician inserts the **RX adapter** into the twin filter. Version 3: The customer can have a **Performance Insert™** made – the optical insert from adidas eyewear. The insert is secured to the base frame. In this case, the twin filter cannot also be clipped on. These three options for optical correction mean that perfect vision in the mountains is guaranteed even for people with poor eyesight.



Direct glazing



RX™ Optical Adapter



Performance Insert™

High-quality complete package

Exclusive features for exclusive outdoor experiences – in addition to the **TERREXpro** and the unique **twin filter**, the XL hard case contains a second filter set: the orange **LST™ bright**. For added protection from the sun and the cold, you can clip on the **nose guard** (supplied). The nose guard is made of **SPX™** material

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and can be fitted to the frame quickly and easily. It has ventilation slits and soft foam on the inside. Alpinists or winter sports fans requiring an extra secure fit or wearing a helmet can attach a matching **headband** (also supplied). Cleverly designed: two thin silicon strips on the inside prevent the band moving and causing problems. A second **bridge** is also supplied as standard – it attaches to the frame when the twin filter is not being used.

Like all other models in the adidas eyewear collection, the TERREXpro is designed and manufactured by the respected eyewear producer Silhouette International in Austria. Find out more about the new TERREXpro on the adidas eyewear microsite www.adidas.com/eyewear/outdoor - online from 27.07.2009.

TECHNICAL DETAILS

Colours	Filter: Vision Advantage™ PC lens
black	LST active (antifog) + LST bright (af)
aluminium	LST active silver + LST bright (af)
phantom/red	Space lens + LST bright (af)
matt mud	LST vario

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