



Smith Optics Wins Prestigious National Geographic Adventure “Best of Adventure Gear” Award

December 2007 - For the second year in a row, Smith Optics has been recognized for its forward-thinking product development with the prestigious “**Best of Adventure Gear**” award from *National Geographic Adventure*.

[Smith Optics Interlock Technology](#) received this honor among thirty-nine other products regarded as essential outdoor gear by a select group of outdoor experts.

National Geographic Adventure’s review process differs from other magazines as it selects an independent panel of forty-four of the country’s leading outdoor authorities and retailers to weigh in on products which, in its expert opinion, are innovative, essential, and have created particular excitement in the marketplace.

The Interlock was awarded “Best of Adventure Gear” due to its ground breaking technology, superb functionality and the corresponding demand created in the marketplace by its introduction.

“The Smith Interlock looks cool, the lenses are simple to change, bombproof when in place, and optically precise. They’re nothing short of the best interchangeable sunglasses. Ever,” said product guru and Best of Adventure Gear editor, Steve Casimiro.

Announced at the Adventurer of the Year ceremony in Washington, D.C. in November, the Interlock appears in the November-December issue of the magazine. For the 2007 edition of the award, SMITH received similar honors for its V Ti high-performance sunglass, a lightweight, single lens product employing two different titanium alloys to provide a lightweight and perfect fit.

ABOUT INTERLOCK: Built on the foundation of a patent pending lens change system the easy-to-use Interlock is the most intuitive interchangeable lens system ever built. A micro-camming device is activated by rotating the temple arms ninety degree in either direction, opening the face front of the sunglass and allowing the user to quickly and easily interchange lenses to meet varying light conditions. Smith Optics Interlock sunglasses feature proprietary Carbonic TL™ (Tapered Lens Technology) lenses which deliver precision optics and provide 100% protection from UV A, B, and C rays. INTERLOCK technology is currently found in the Trace, Whisper, and Interlock 01.

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith’s devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. **Performance. Style. Smith. Solid.**

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