Oakley Unveils Radar Pace

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Luisa Zargane

MILAN — Billed to redefine sports training, Oakley is launching Radar Pace today, high performance eyewear offering a real-time voice-activated coaching system. Radar Pace was developed by Oakley, which is owned by Italian eyewear giant Luxottica Group, and Intel.

The trademarked system allows the wearer to create personalized training programs, track performance and respond to questions, providing information and feedback.

"Radar Pace is a testament that everything can and will be made better," said Scott Smith, vice president of strategic partnerships at Luxottica. "It is the ultimate hands-free training wearable that will push the boundaries of smart eyewear."

Radar Pace allows athletes to have conversational interface powered by Intel Real Speech, and to place and receive calls and texts and listen to music through the Bluetooth audio headset.

"Merging Oakley's leading design and performance benefits with Intel's technology, Radar Pace is a game-changer in training and coaching," said Ryan Saylor, vice president of advanced product development at Oakley. "One of the biggest benefits is the accountability—the coach being there with the athletes to help get the most out of every workout. It was a true collaboration that we hope will redefine the future of sport."

Luxottica, which counts Ray-Ban, Persol and Oliver Peoples among its house brands and Prada, Versace, Giorgio Armani and Ralph Lauren among its licensees, in 2014 signed a long-term deal with Intel for the research and development of high-tech glasses.

"Through our collaboration, we have challenged each other to reimagine what is possible—each bringing our expertise to the office, lab, track or road," said Josh Welden, senior vice president and general manager, New Technology Group, Intel. "The end result is a powerful and innovative product that combines Intel technology and engineering expertise with Oakley's sleek, lightweight design favored by athletes around the world."

With smart technology, external sensors and the Radar Pace app, the device collects and analyzes personal performance data, including power output, heart rate, speed, cadence, time, pace and distance. With feedback provided directly through the eyewear, Radar Pace helps athletes stay focused on their performance making real-time adjustments without having to reach out for a phone or watch.

Radar Pace, which addresses athletes of all levels, also features Oakley Prizm, a revolutionary lens technology that enhances detail to help improve performance by providing enhanced color tuning, designed for specific environments, brightening whites and enhancing yellows, greens and reds to allow runners and cyclists, for example, to easily catch subtle changes or hazards on the roads.

Radar Pace is made of two primary components: Oakley eyewear with integrated earbuds and microphone, and a mobile app for iOS and Android.

Radar Pace will be distributed in North America, Australia and Europe. It is available on Oakley.com and select Oakley stores starting today and in select wholesale and Sunglass Hut locations soon after.

Luxottica has been investing in research and development to stay ahead of the competition in responding to clients' request for specific tech features, and working on high-tech eyewear without losing aesthetic appeal and with applications that are less invasive.

In 2014, Luxottica took a US-based agreement with Google for the consumer launch of the Internet firm's Glass product.