



LUXOTTICA AND INTEL LAUNCH SMART EYEWEAR: RADAR PACE™

An Oakley-branded innovation, Radar Pace offers a real-time voice activated coaching system that seeks to transform how athletes track and understand performance: available 10/3

Milan (Italy), October 3, 2016 – Today, Luxottica Group and Intel announced the launch of Radar Pace™, a smart eyewear featuring a real-time voice activated coaching system. Seeking to redefine the way athletes train, Radar Pace is the result of years of research and development between Luxottica's Oakley brand and Intel. This revolutionary device, launching today on Oakley.com and in select Oakley retail stores, creates dynamic and personalized training programs, tracks performance, coaches in real-time and responds naturally to questions asked by the user.

Oakley and Intel teamed up to create a product that would allow athletes of all types to not only train hard but train well by equipping them with rich information and real-time feedback. Combining Oakley's performance-centric design aesthetic with Intel's experience-driven technology, Radar Pace delivers a truly innovative and personalized training mechanism for athletes of all skill levels.

Radar Pace is a virtual coach that supports athletes during every step of their running and cycling training journey – interpreting data in real-time, providing personalized and actionable instruction and motivation during the course of a workout and holding athletes accountable to a structured and dynamic training program. With a hands-free conversational interface powered by Intel® Real Speech, Radar Pace helps athletes stay focused and maintain optimal training position, and the Bluetooth® audio headset allows athletes to place and receive calls and texts and listen to music.

Continuing Oakley's legacy of performance wearable technology and leveraging Intel's innovation leadership, Radar Pace combines the power of possibility with the power of technology for a unique performance experience. "*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.*"

"*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.”*

TRACKS

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) and equips athletes with rich information and real-time, audio coaching. The customized running or cycling programs calibrate based on performance, track performance compliance and adjust to make up for missed workouts. Instead of just giving athletes data, Radar Pace provides actionable feedback that is easy to digest, understand and implement.

COACHES

Radar Pace is a reliable virtual coach that supports every step of the training journey. Similar to a human coach, it creates a training program for athletes of all types – knowing what was accomplished to date and setting the goal for the next task ahead. By interpreting data in real-time and providing personalized instruction and motivation based on performance, the eyewear holds athletes accountable to a structured and dynamic training program, seeking to transform how athletes track and understand performance. With feedback provided directly through the eyewear, Radar Pace helps athletes make real-time adjustments without fumbling with a phone or watch. Radar Pace helps athletes stay focused on their goals and performance.

RESPONDS

Radar Pace’s natural voice interaction, powered by Intel® Real Speech, allows athletes to ask Radar Pace questions, receive real-time feedback and improve their understanding of the performance metrics tracked by the eyewear and external sensors. The device is intuitive, natural and hands-free so athletes can communicate with the system in a live, natural way during workouts.

“Through our collaboration, we have challenged each other to reinvent what is possible – each bringing our expertise to the office, lab, track or road,” said Josh Walden, 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.”*

Oakley products and technologies were designed with the world's best athletes in mind, but the brand also believes that those same products and technologies should be made available to all. With real-time, personalized feedback, Radar Pace is a training coach for athletes of all levels.

Radar Pace also features Oakley Prizm™, a revolutionary lens technology that dramatically enhances detail to help improve performance by providing ultra-precise color tuning, designed for specific environments. The Prizm Road lens that comes with Radar Pace brightens whites and enhances yellows, greens and reds so runners and cyclists can see subtle changes in road texture and spot hazards more easily for a confident training experience.

Radar Pace is made of two primary components: Oakley eyewear with integrated earbuds and microphone, and a mobile app for iOS and Android™. The Radar Pace app is available for free download from the Apple® App Store® or on Google Play™.

Radar Pace will be distributed in North America, Australia and Europe. It is available on Oakley.com and select Oakley stores starting October 3, 2016 and in select wholesale and Sunglass Hut locations soon after. For more information, visit <http://www.oakley.com/Radar-Pace>.

EDITORIAL NOTES

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For further information please contact:

Marco Catalani
Corporate Communications
Luxottica Group
0039 02 8633 4470
Marco.catalani@luxottica.com

Donatella Caggiano
Global Public Relations
Oakley, Inc.
949-829-6155
DonatellaCaggiano@oakley.com

Krystal Temple
Global Communications Group
Intel Corporation
480-552-1760
krystal.temple@intel.com

About Luxottica Group

Luxottica is a leader in the design, manufacture and distribution of fashion, luxury and sports eyewear. Its portfolio includes proprietary brands such as Ray-Ban, Oakley, Vogue Eyewear, Persol, Oliver Peoples and Alain Mikli, as well as licensed brands including Giorgio Armani, Burberry, Bulgari, Chanel, Coach, Dolce&Gabbana, Michael Kors, Prada, Ralph Lauren, Tiffany & Co. and Versace. The Group's global wholesale distribution network covers more than 150 countries and is complemented by an extensive retail network of over 7,200 stores, with LensCrafters and Pearle Vision in North America, OPSM and LensCrafters in Asia-Pacific, GMO in Latin America and Sunglass Hut worldwide. In 2015, Luxottica posted net

sales of approximately Euro 9 billion and approximately 79,000 employees. Additional information on the Group is available at www.luxottica.com.

About Oakley, Inc.

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 600 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics[®], which feature unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at www.oakley.com.

About Intel

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