

# 2011 EYEWEAR





# BEYOND STYLE BEYOND COMFORT

[ BEYOND EYEWEAR ]

The best of the best. Quite simply, it says everything you need to know about what drives the development and design of Callaway eyewear. It not only represents the kind of quality performance every golfer deserves, it's also who we design for in the first place. If it meets the demands of the best players in the world, we can feel confident in offering it to golfers everywhere. And every day, more and more Tour pros are jumping on board, discovering the extraordinary benefits Callaway eyewear provides their game.



# TRANSITIONS TECHNOLOGY

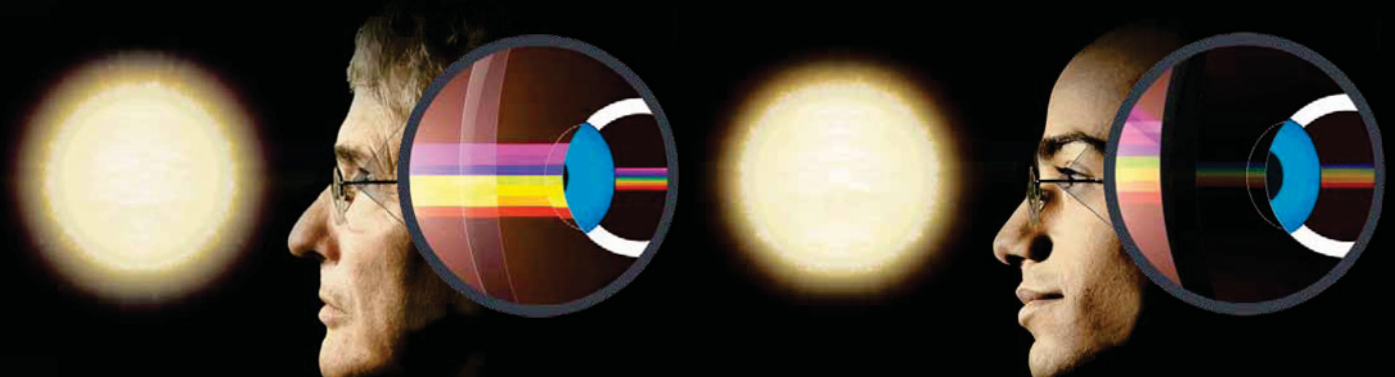


## THE BENEFITS OF TRANSITIONS® SOLFX™

Transitions SOLFX sun lenses use the same state-of-the-art photochromic technology that is in Transitions lenses, harnessing the power of the sun to change the darkness and color of the lenses.

The products are designed to enhance visual performance in specific outdoor activities, like golf, by automatically adapting to optimized color and darkness for changing light conditions. Wearers won't notice shifting light conditions - they will just have clear, crisp, enhanced vision throughout the entire day.

Golfers know that ordinary sunglasses, while useful in some instances, can create problems on the course as well. Problems like distortion in both color and object sight and decreased depth of field. NEOX® Transitions® SOLFX™ sun lenses solve those problems, using technology specifically designed for golfers and other sports enthusiasts.



## WITHOUT UV PROTECTION

Without UV protection, your eyes are exposed to the harmful effects of the sun's damaging rays. Too much exposure to UV rays can damage parts of your eyes, including the lens, the cornea and the retina.

## TRANSITIONS SOLFX SUN LENSES

Like all Transitions lenses, Transitions SOLFX performance sun lenses provide automatic UV protection (block 100% of UV) when outdoors enjoying all your favorite activities.

# NEOX TECHNOLOGY



**NEOX LENSES. SHARP, ACCURATE VISION FOR YOUR GAME**

NEOX® lenses are engineered to adjust to the decreased depth of field caused by most sunglasses. The result is the sharpest and most

accurate vision you can get for your game. So you'll see the angles and lines with greater sharpness and accuracy than you will with any

other non-prescription pair of sunglasses. Neox lenses provide 100 percent protection from the harmful effects of UVA/UVB radiation.



**ENHANCED EYE PROTECTION**

**GOLF BENEFIT:**

Dramatically reduces eye strain and protects against the elements

**LIFE BENEFIT:**

Actively supports the eye's own natural sun blockers for long term ocular health



**INCREASED DEPTH PERCEPTION**

**GOLF BENEFIT:**

Allows you to clearly see terrain changes like never before

**LIFE BENEFIT:**

Three part formula helps your vision adjust quickly and naturally



**BETTER DISTANCE VISION**

**GOLF BENEFIT:**

Allows you to easily track the flight of your ball and see where it lands

**LIFE BENEFIT:**

Blocks 100% of harmful UV rays while enhancing the visible spectrum



**SUPERIOR CLARITY**

**GOLF BENEFIT:**

Contours on the green become clearer so you can read putts like a pro

**LIFE BENEFIT:**

Glare-reduction process provides crystal-clear vision

TOUR AUTHENTIC Series





**FT-iZ** SG0001

**LENS: NEOX SOLFX**

- Adjusts to all light conditions
- Precise visual acuity for distance and depth perception
- Enhanced overall visual performance

**FRAME: TECH/PERFORMANCE STYLE**

- Magnesium / Aluminum alloy construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction
- Hinged temples for versatile sizing

**FIT: MED-LARGE HEAD SHAPE**

- Adjustable nose piece
- Megol rubber nose and ear tips provide secure 'non-slip' retention



BLACK



**FT-iX** SG0001

**LENS: NEOX SOLFX**

- Adjusts to all light conditions
- Precise visual acuity for distance and depth perception
- Enhanced overall visual performance

**FRAME: TECH/PERFORMANCE STYLE**

- Magnesium / Aluminum alloy construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction
- Hinged temples for versatile sizing

**FIT: MED-LARGE HEAD SHAPE**

- Adjustable nose piece
- Megol rubber nose and ear tips provide secure 'non-slip' retention



BLACK



**FT-iH** SG0001

**LENS: NEOX SOLFX**

- Adjusts to all light conditions
- Precise visual acuity for distance and depth perception
- Enhanced overall visual performance

**FRAME: TECH/PERFORMANCE STYLE**

- TR90 Grilamid construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

**FIT: MED-LARGE HEAD SHAPE**

- Megol rubber nose and ear tips provide secure 'non-slip' retention.
- Superior frame memory for consistent fit over time



BLACK

RAZR Series







## HAWK SG0526

### LENS: NEOX G22

- Original patented Neox formula
- Enhanced distance vision
- Superior depth perception

### FRAME: TECH/PERFORMANCE STYLE

- TR90 Grilamid construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

### FIT: MED-LARGE HEAD SHAPE

- Megol rubber nose and ear tips provide secure 'non-slip' retention
- Superior frame memory for consistent fit over time



BLACK



TORTOISE



## TERON SG0526

### LENS: NEOX G22/NX 14\*

- Original patented Neox formula
- Enhanced distance vision
- Superior depth perception
- \* Slightly darker, 14% light transmission

### FRAME: ON COURSE OR STREET STYLE

- Full wrapped frame design for full coverage protection
- Wide temples for side light and wind protection
- Mid-weight TR90 Grilamid material
- Extremely durable for long-lasting wearability

### FIT: SMALL-MED HEAD SHAPE

- Megol rubber nose pads
- Megol rubber eartip inserts for secure fit



BLACK



BLACK\*



TORTOISE



## HYPERLITE SG0526

### LENS: NEOX G22/NX 14\*

- Original patented Neox formula
- Enhanced distance vision
- Superior depth perception
- \* Slightly darker, 14% light transmission

### FRAME: TECH/PERFORMANCE STYLE

- Magnesium /Aluminum alloy construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

### FIT: MED-LARGE HEAD SHAPE

- Adjustable nose piece
- Megol rubber nose and ear tips provide secure 'non-slip' retention
- Ergonomically wrapped temple



BLACK/SILVER\*



BLACK/SILVER



BLACK/RED



BLACK/RED\*

DIABLO Series

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**WARBIRD** SG0524

- LENS: NX 14**
- 2nd generation Neox formula
  - Enhanced distance vision
  - Superior depth perception
  - Slightly darker, 14% light transmission

- FRAME: CLASSIC STYLING ON OR OFF COURSE**
- Versatile 3 piece styling
  - Wrapped lens shape for maximum coverage
  - Ergonomically shaped

- FIT: MED-LARGE HEAD SHAPE**
- Secure ergonomic wrap
  - Megol rubber nose and ear tips provide secure 'non-slip' fit



BLACK\*



**OCTANE** SG0524

- LENS: NEOX G22/NX 14\***
- Original patented Neox formula
  - Enhanced distance vision
  - Superior depth perception
  - \* Slightly darker, 14% light transmission

- FRAME: ON COURSE OR STREET STYLE**
- Full wrapped frame design for full coverage protection
  - Wide temples for side light and wind protection
  - Extremely durable for long-lasting wearability

- FIT: MED-LARGE HEAD SHAPE**
- Megol rubber nose pads
  - Megol rubber ear tip inserts provide secure fit



BLACK



BLACK\*



WOODGRAIN



**EDGE** SG0524

- LENS: NEOX G22/NX 14\***
- Original patented Neox formula
  - Enhanced distance vision
  - Superior depth perception
  - \* Slightly darker, 14% light transmission

- FRAME: ON COURSE OR STREET STYLE**
- Full wrapped frame design for full coverage protection
  - Wide temples for side light and wind protection
  - Extremely durable for long-lasting wearability

- FIT: SMALL-MED HEAD SHAPE**
- Megol rubber nose pads
  - Megol rubber ear tip inserts provide secure fit



SMOKE



SMOKE\*



WOODGRAIN



**X-HOT™** SG0573

- LENS: NEOX G22**
- Original patented Neox formula
  - Enhanced distance vision
  - Superior depth perception

- FRAME: ON COURSE OR STREET STYLE**
- Full wrapped frame design for full coverage protection
  - Wide temples for side light and wind protection
  - Extremely durable for long-lasting wearability

- FIT: MED-LARGE HEAD SHAPE**
- Megol rubber nose pads
  - Megol rubber ear tip inserts provide secure fit
  - Full wrapped design for superior comfort and performance



BLACK



WHITE



**XTT XTREME** SG0573

- LENS: NEOX G22**
- Original patented Neox formula
  - Enhanced distance vision
  - Superior depth perception

- FRAME: PLAYER SPECIFIC FOR ON COURSE PERFORMANCE**
- Full wrapped frame design for full coverage protection
  - Wide temples for side light and wind protection
  - Extremely durable for long-lasting wearability

- FIT: SMALL-MED HEAD SHAPE**
- Megol rubber nose pads
  - Megol rubber ear tip inserts provide secure fit
  - Full wrapped design for superior comfort and performance



GRANITE



BLACK

SOLAIRE Women's Series





## SOLSTICE SG0526

### LENS: NX 14

- 2nd generation Neox formula
- Enhanced distance vision
- Superior depth perception
- Slightly darker, 14% light transmission

### FRAME: TECH/PERFORMANCE STYLE

- TR90 Grilamid construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

### FIT: LADIES MED-LARGE HEAD SHAPE

- Megol rubber nose and ear tips provide secure 'non-slip' retention
- Superior frame memory for consistent fit over time



WOODGRAIN



## COUTURE SG0526

### LENS: NX 14

- 2nd generation Neox formula
- Enhanced distance vision
- Superior depth perception
- Slightly darker, 14% light transmission

### FRAME: TECH/PERFORMANCE STYLE

- TR90 Grilamid construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

### FIT: LADIES MED-LARGE HEAD SHAPE

- Megol rubber nose and ear tips provide secure 'non-slip' retention
- Superior frame memory for consistent fit over time



BLACK



WHITE



## XTT XTREME SG0573

### LENS: NEOX G22

- Original patented Neox formula
- Enhanced distance vision
- Superior depth perception

### FRAME: TECH/PERFORMANCE STYLE

- TR90 Grilamid construction
- Lightweight yet highly durable material
- Semi-rimless design equals zero distraction

### FIT: LADIES SMALL-MED HEAD SHAPE

- Megol rubber nose and ear tips provide secure 'non-slip' retention
- Superior frame memory for consistent fit over time



BLUE/WHITE



RED/WHITE



## SCORECARD READERS SG0052

### LENS:

- Optical quality Polycarbonate reading lenses
- Available in Diopters of: +1.5, +2.0, +2.5, +3.0

### FRAME:

- Easy compact design
- Compact Easy-Fold™ Templates
- Folds easily into Flip-Top case

## FT TUNES SG0005

- Durable and secure carry case for eyewear or other necessities
- Easy to operate On-Off internal switch
- Velcro attachment straps
- Compact & lightweight design



## CALLAWAY EYEWEAR LOGO CASES

Callaway Eyewear and Scorecard Readers Cases can feature your logo to serve as an ongoing reminder of your brand. Both cases are available with a one-color logo (pad print, silver/white) option. Minimum order – 12 units.

Eyewear Case Logo Specs: 3.25" x 2"

Scorecard Readers Logo Specs: 1.5" x 1"



## READERS CASE

- High quality customizable case
- Fully custom logo capable



## EYEWEAR CASE

- High quality customizable case
- Fully custom logo capable



**TOUR AUTHENTIC**

SG0001

**FT-iZ** Black/Silver  
SOLFX

**FT-iX** Gunmetal  
SOLFX

**FT-iH** Silver/Graphite  
SOLFX



**RAZR**

SG0526

**TERON** Black  
G22

**TERON** Black  
NX14

**TERON** Tortoise  
G22

**HAWK** Black  
G22

**HAWK** Tortoise  
G22



**RAZR**

SG0526

**HYPERLITE** Black/Silver  
G22

**HYPERLITE** Black/Silver  
NX14

**HYPERLITE** Red/Silver  
G22

**HYPERLITE** Red/Silver  
NX14



**DIABLO**

SG0524

**WARBIRD** Black  
NX14

**OCTANE** Black  
G22

**OCTANE** Black  
NX14

**OCTANE** Woodgrain  
G22





**DIABLO**

SG0524

**EDGE** Smoke  
G22

**EDGE** Smoke  
NX14

**EDGE** Woodgrain  
G22



**DIABLO**

SG0573

**X-HOT** Black  
G22

**X-HOT** White  
G22

**XTT XTREME** Black/Silver  
G22

**XTT XTREME** Granite/Silver  
G22



**SOLAIRE**

SG0526

**SOLSTICE** Woodgrain  
NX14

**COUTURE** Black  
NX14

**COUTURE** White  
NX14



**SOLAIRE**

SG0573

**XTT XTREME** Blue/White  
G22

**XTT XTREME** Red/White  
G22





Callaway  
✓

