

# MULTI-FUNCTION EYEWEAR REIMAGINED: THE INNOVATION THAT WILL TRANSFORM OPTICS FOREVER..



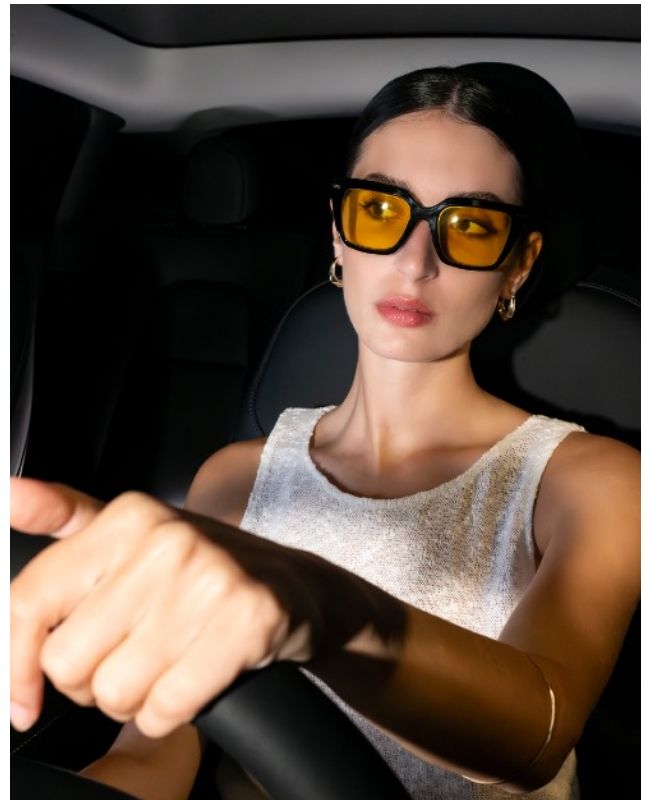
## REVERT PRESENTS POLAR CLIP-ON MOVE: INNOVATION, STYLE, AND VERSATILITY IN A SINGLE PAIR OF GLASSES.

Revert Srl, an Italian company founded in 1993 and a global leader in magnetic clip-on eyewear, launches **Polar Clip-on MOVE**, the new project that combines technology, design, and functionality. With over 30 years of experience and a solid presence in more than 80 markets, Revert continues to stand out as an international benchmark for innovative eyewear.



“With Polar Clip-on Move, our goal was to address a daily need: to provide users with versatile eyewear, capable of integrating multiple functions and adapting to any scenario, while maintaining high technological and aesthetic standards.”

***Elvio Reolon, CEO of Revert.***



## CLIP-ON MOVE: ONE FRAME, THREE SOLUTIONS.

**Polar Clip-on MOVE** introduces a modular system consisting of an ultra-light optical frame and three interchangeable magnetic clips:

### **SUPER POLARIZED® CLIP**

Designed for maximum visibility under sunlight, the SUPER POLARIZED® Clip features high-quality polarized lenses with UV400 protection, shielding your eyes from harmful ultraviolet rays.

- Polarized lenses to reduce glare
- Full UV protection (UV400)
- Sharp vision and true-to-life colors
- Quick and secure magnetic clip system

### **BLUE BLOCK® CLIP**

The BLUE BLOCK® Clip filters harmful blue light emitted by digital devices such as smartphones, laptops, and tablets, helping reduce eye strain and preserve long-term eye health.

- Filters high-energy blue light (HEV)
- Reduces digital eye strain and fatigue
- Enhances contrast and comfort while working
- Perfect for office use, smart working, and gaming

### **NIGHT DRIVE CLIP**

The NIGHT DRIVE Clip enhances contrast and depth perception in low-light conditions, reducing glare from headlights and streetlights—ideal for safe night driving.

- Improves visibility and contrast in low-light environments
- Reduces glare from oncoming traffic
- Enhances definition and depth on the road
- Ideal for night driving or adverse weather conditions

The magnetic attachment system, integrated into the frame structure, allows for a quick and secure switch from one function to another, ensuring **adaptability, comfort, and maximum versatility.**



The eyewear confirms the DNA of the Polar brand, renowned for its focus on design, the use of high-quality materials, and its **Super Polarized® lenses**, which deliver more vivid colors, sharp vision, and full UV protection.

The true highlight of the project is the **Blue Block Clip**, which provides an immediate feeling of visual relief and, unlike glasses with a permanent filter, can be worn or removed depending on the moment's needs.

The magnetic attachment system ensures fast, secure, and intuitive use, guaranteeing maximum comfort and adaptability. Polar Clip-on MOVE will be available in **six different models**, designed to meet every style and functionality requirement.

The project further strengthens the premium positioning of the **Polar brand**, recognized internationally.

**Revert Srl – Polar**

 [marketing@revert.it](mailto:marketing@revert.it) |  [www.polar.it](http://www.polar.it)