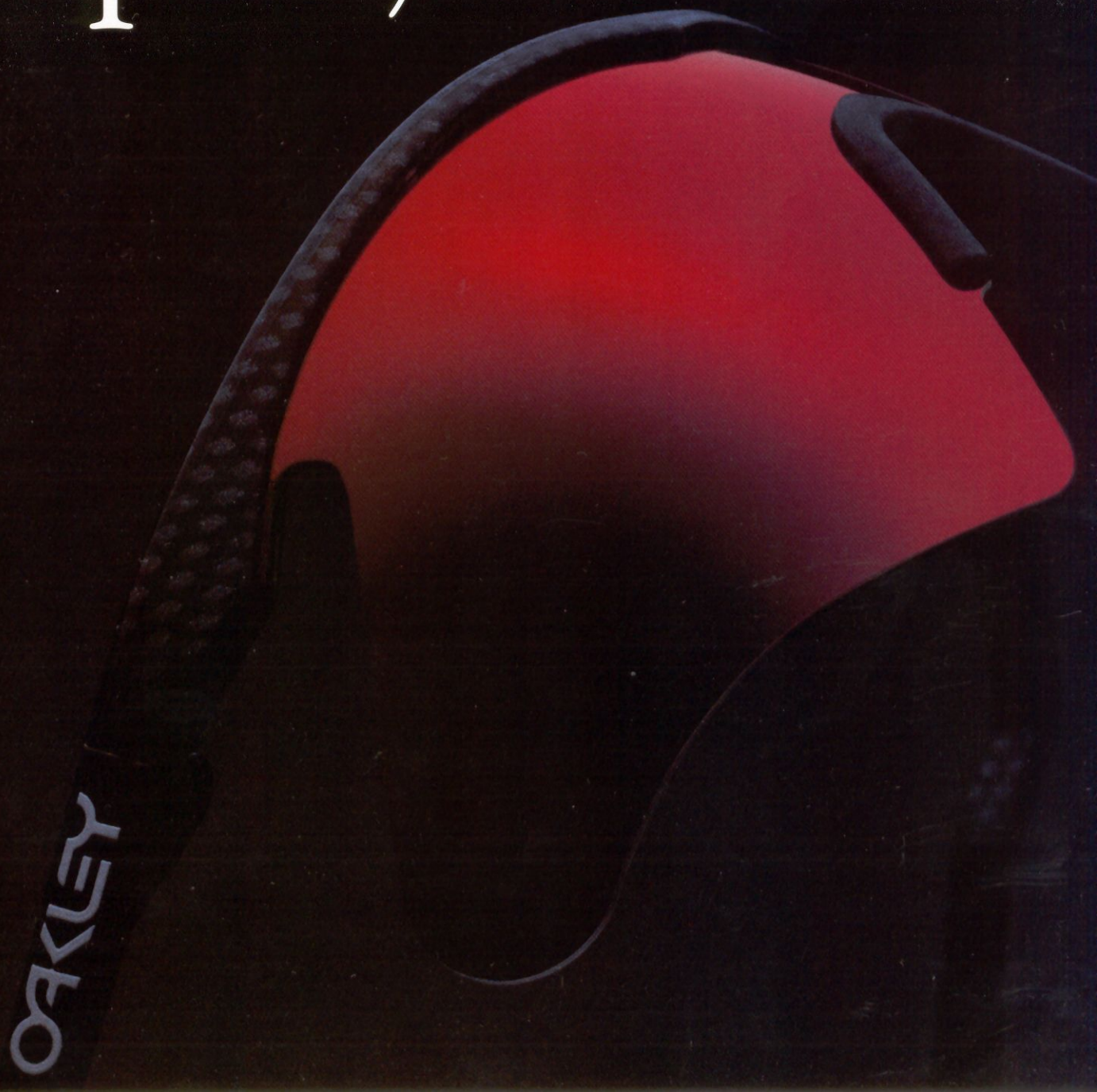


# M Frames. High Definition Optics, defined.



# Some im

We also designed Oakley M Frames with some innovative features and variations that allow them to adapt to any situation. Or any owner.

For example, Oakley's exclusive three-point fit allows M Frames



*Heater lens with Rx Implants*



*Strike lens with Rx Implants*

to accommodate every head size and shape. Our ingenious Hammer™ Earstems, equipped with Unobtainium® earsocks, work in combination with our Unobtainium nosepieces to grip your head tenaciously, yet comfortably, at the nose and temples.

# important variations.

And, because Unobtainium is hydrophylic, it actually gets stickier as it becomes moist with your sweat. So your M Frames will stay put, no matter how hard you run, ski or play. No matter how big or little your nose is. No matter what shape your head is. In other words, no matter what.

## ***Make a correction.***

One variation of M Frames is beneficial to a fault: Rx Implants.

Both the Heater and Strike lens shapes can be fitted with our new Oakley Implant corrective lenses. That means you can now have the maximum protection of Oakley M Frames, even if you can't see worth a darn in the first place.

Rx Implants are available only through an authorized Oakley eye-care specialist. And prescriptions of +2.00 through -4.00 for sphere correction and up to 2.00 Diopters cylinder are possible.

Got that? Well, even if you don't speak Ophthalmologist, just take your prescription, or your eyes, to your nearest Oakley eye-care specialist and they'll do the rest.

## ***Weather changes. How about your sunglasses?***

From Black Iridium to Standard Clear, and a host of variations in between, we offer an M Frame

lens tint that's right for anything Mother Nature is in a mood for. And you can change them almost as fast as you can change your mind.



*Blue Iridium*



*Grey*



*Persimmon*



*High-Intensity Yellow*



*Clear*



*Rust*



*Black Iridium*



*Positive Red Iridium*

Combat bright sunlight with Black, Blue or Positive Red Iridium. For normal sunlight and glare, arm yourself with a Grey lens.

Persimmon, Rust and High-Intensity Yellow all enhance color and contrast, making them excellent for overcast and flat light. Finally, there's Standard Clear, which is perfect for indoor sports and the most hazardous light condition of all, night.

In short, if you want eye protection that gives you choices, all you have to do is choose the right eye protection: Oakley M Frames.

# Actually, there are several definitions.

They are the four unique lens shapes of Oakley M Frames®. Four definitions of the same thing: the best eye protection on earth.

M Frames are the only sunglasses to incorporate the distinct advantages of Oakley's innovative polaric ellipsoid lens geometry. Which means they're the only sunglasses able to provide High Definition Optics® (HDO™), the biggest leap in optic technology since the eyeball.

## ***First, a short geometry lesson.***

Oakley's polaric ellipsoid lens geometry minimizes distortion at all angles of vision through the M Frame lens. This ingenious design, coupled with our optically superior Plutonite® lens material, is the basis for High Definition Optics.

And when we say high definition, we mean head-and-shoulders above the competition. As measured on the test pattern pictured here,

M Frames will allow you to resolve up to 40 lines at 36 feet. More than twice the resolution of most competitive sunglasses and up to three times more resolution than average sunglasses.

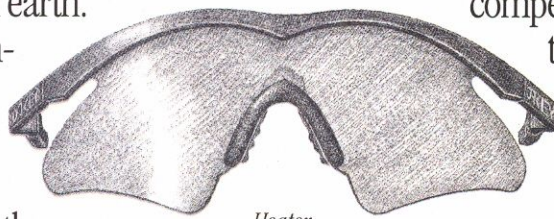
## ***Now, have a blast.***

Optics that will knock the socks off your eyeballs aren't the only advantages of M Frames.

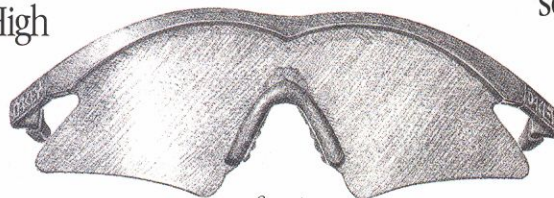
Their Plutonite lenses also exceed industrial standard ANSI Z87.1 for impact resistance. In fact, they'll stop a 12-gauge shotgun blast at 15 yards. Not to mention 100% of the sun's UV and blue light.

And just to make absolutely sure nothing bad reaches your eyes, the M Frame holds each of the unique M Frame lens shapes closer to your face for maximum protection.

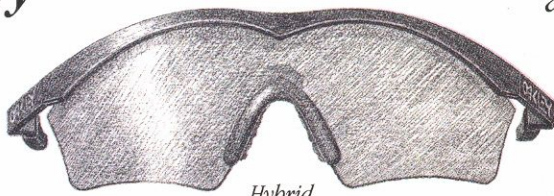
So, no matter which lens shape you choose, the result is the same: maximum protection and optical clarity.



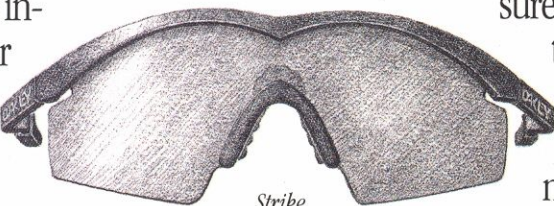
*Heater*



*Sweep*



*Hybrid*



*Strike*

# And plenty of options.



The M-Frame is made of Oakley's exclusive Virgin Serilium®, lightweight yet incredibly strong, and available in eight colors. All capable of holding any of the four M Frame lens shapes.

And if that's not enough options, there are also five different earsock/nosepiece kits: White, Slate, Blue, Black and Pro Clear.

However, if you want to see the entire M Frame system in person, you've only got one option: your authorized Oakley dealer.





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