



ADVANCED GAMING EYEWEAR SELLING GUIDE

G U N N A R

What is GUNNAR Gaming Eyewear?

- GUNNAR Optiks Advanced Gaming Eyewear is a technical eyewear solution that helps **protect, enhance and optimize your vision**.
- Whether you are gaming for long hours or working on the computer, GUNNAR eyewear helps **minimize eye fatigue and visual stress**, while **improving contrast, comfort, and focus**.
- **GUNNAR's I-AMP lens technology** is comprised of a proprietary lens material in an advanced geometry tuned for intermediate viewing distance and finished with custom formulated lens filters, tints and coatings.

TARGET CUSTOMER - GAMERS & COMPUTER USERS

- PC and Console gamers
- Anyone using a computer an hour or more each day

KEY FEATURES:

- **Lens Tint:** Specially formulated amber tint filters harsh fluorescent light and reduces high-intensity blue light providing superior contrast, detail and resolution.
- **Lens Coating:** The proprietary anti-reflective lens coatings are designed to reduce glare and protect the lens.
- **Lens Geometry:** The highly wrapped, curved lens shape limits air currents near the eyes, creating a higher humidity environment. This increased moisture helps reduce dry eyes and prevent irritation. The lens geometry pre-focuses the light to help support the eye's natural focusing power to enhance detail for sharper, clearer vision.
- **Lens Material:** The proprietary lens material is optically pure for the clearest image possible and comprised of lightweight materials for long-haul ergonomics.
- **The Fit:** Lightweight, durable frame, adjustable nose pads and custom spring hinges.
- **20/20 Ready:** Out of the box solution for 20/20 or 20/20 corrected vision.
- **RX Compatible:** Custom Prescription available through GUNNAR's prescription program with Carl Zeiss Vision.



Designed for long-haul comfort and durability.

BENEFITS OF WEARING GUNNARS

- Increases **CONTRAST** for greater visual accuracy and efficiency
- Reduces harmful **BLUE LIGHT** from digital screens and artificial lighting
- Enhances **DETAIL** for sharper, clearer vision
- Helps **REDUCE GLARE** and improves focus
- Improves visual **ENDURANCE** for marathon gaming sessions
- Decreases eye **FATIGUE** and dry eyes



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ASK THE KEY QUESTIONS

How many hours a day do you spend on a computer or playing video games?

Additional questions for potential customer:

- Have you ever thought about protecting your eyes from visual stress?
- When you use your computer, do your **eyes** ever **feel tired, worn out, unfocused or dry**?
- Do you ever have **headaches** or **blurry vision**?

TRY ON THE GLASSES

- Have the customer try on the glasses within the first 10 seconds of the discussion
- While viewing the digital screen, point out the simple benefits of GUNNARS
- **Don't oversell it!** Let the customer experience the "WOW" factor

SHARE PERSONAL TESTIMONY

- Share your **own experience** with the customer and how GUNNAR is now part of your life
- Discuss **your experience before** GUNNAR and **after** GUNNAR
- **Tie your story to the product benefits whenever possible** - tell about your work area, your lighting environment, the glare from your monitor...and how GUNNAR is the solution

CRITICAL KEYS FOR SUCCESS

- Encourage staff to wear **GUNNARS** when appropriate - provokes customer interest
- Take time to learn about the customer's digital footprint (i.e. work, favorite websites or video games)
- Remember the key benefits:
 - Protects your eyes
 - Maintains focus & alertness
 - Enhances visual efficiency
 - Minimizes eye fatigue
 - Play longer

OPTICAL RULES TO REMEMBER

- **Demo the Glasses:** Try on the glasses, look at a digital screen
- GUNNAR eyewear is an excellent "**out-of-the box**" solution for people with 20/20 vision or vision corrected 20/20 (contacts, lasik)
- GUNNAR eyewear is available in prescription. Encourage customers to visit www.gunnars.com/rx to find out how to get prescription GUNNARS
- The customer will want to look into a mirror for fit and style
- Keep the **product display clean** and **all SKUs in stock**

For more information about GUNNAR Gaming Eyewear
www.gunnars.com/gaming
www.gunnars.com/technology
www.gunnars.com/testimonials

