



LUCYD® LYTE™
PRODUCT GUIDE 2021
Upgrade Your Eyewear®
Lucyd.co

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Tech & Fashion Meet at Last in Lucyd[®] Lyte[™] E-glasses.

It's the 21st century. Consumers are expecting more. More value, more utility, more style, all at a guilt-free price.

Lucyd Lyte e-glasses deliver a whole new eyewear experience, built for the tech-loving millennial spirit. Clear speakers, designer styles and easy access to digital assistants make Lyte a true evolution in eyewear.

The all-new Lucyd Lyte launched January 2021. Be the first to bring these exciting glasses to your clientele.

[Intro Video](#)

CHRIS CLARK
PGA Golfer
& Lucyd Brand Ambassador





With its sleek design and supreme features, Lucyd Lyte enhances every lifestyle.

- Sports & Fitness Enthusiasts
- Runners, Walkers, & Hikers
- Cyclists
- Gym Lovers
- Skaters & Skiers
- Fishers, Boaters & Outdoorsmen
- E-sports gamers

Market Opportunity

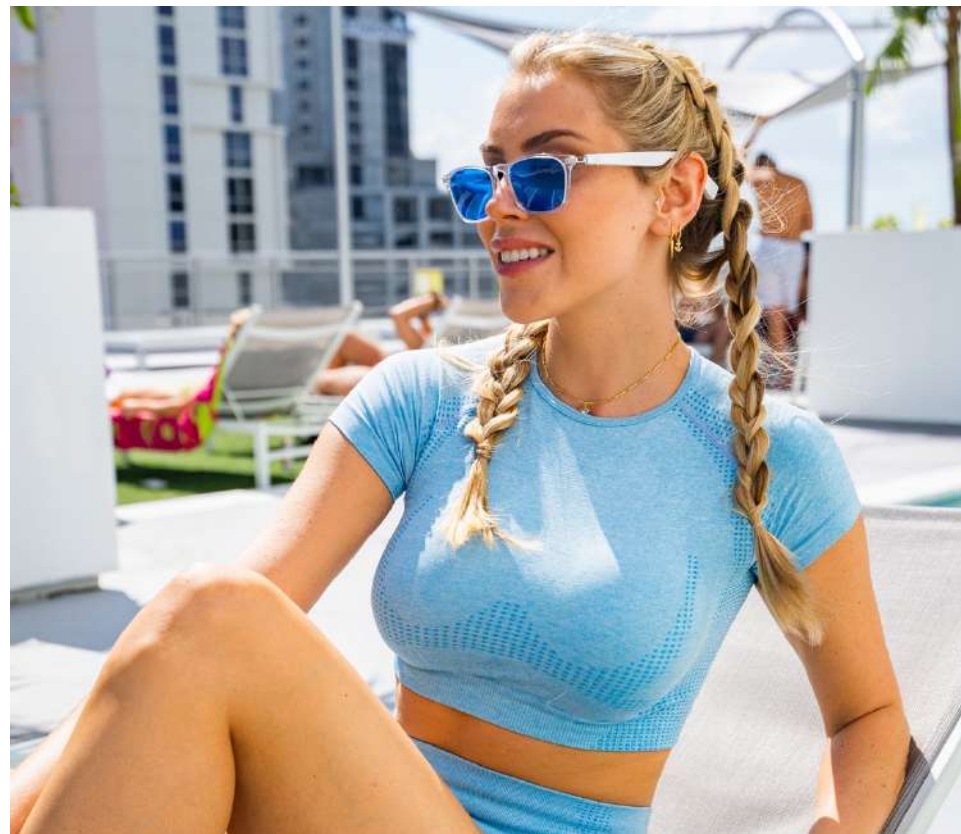
The wearables market is exploding and will reach:

[\\$265.4 billion by 2026](#)

60% of all wearables are “hearables” Bluetooth-enabled devices.

[18-24 year olds](#) are responsible for 16% of market growth.

[25-34 year olds](#) are responsible for 36.4% of market growth.



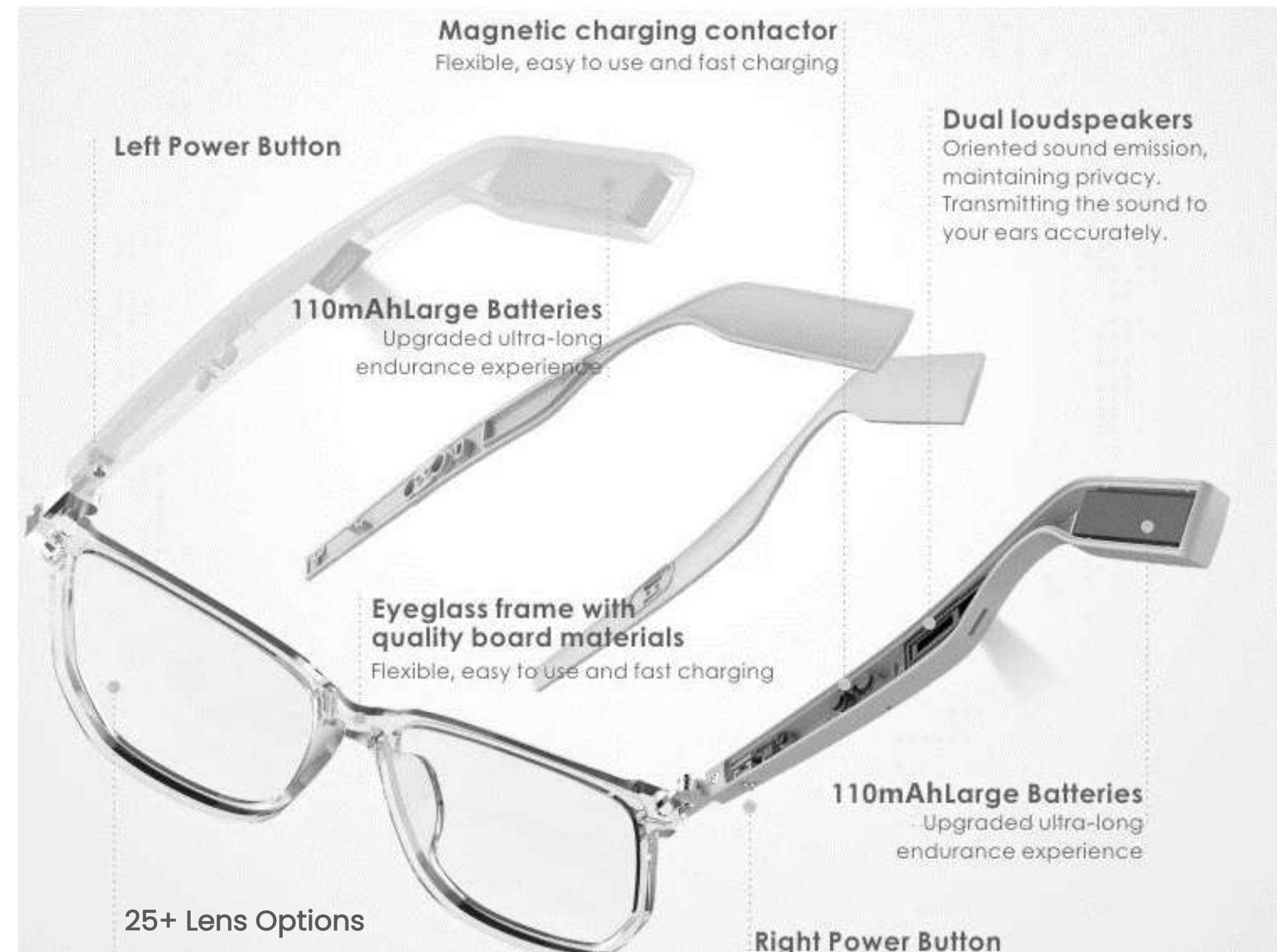


Hi-fi Bluetooth® Audio

- ✧ Connects to all Bluetooth devices, including phones, tablets, smartwatches and PCs.
- ✧ Rapid pairing with Bluetooth 5.0 and automatic reconnection.
- ✧ Clear sound quality for calls, music and podcasts.
- ✧ Open-ear audio enables simultaneous connectivity and situational awareness.

Intuitive Touch Controls

- ☞ Two simple buttons enable a number of useful smart functions.
- ☞ Answer calls, skip tracks, adjust volume and use voice assistants like Siri® by tapping your glasses.
- ☞ Access many core smartphone functions while looking up and staying engaged.





Features

- Use many apps handsfree with voice assistant
- Fully prescription adaptable
- IP56 Water Resistant (Splash-proof)
- 6.5-8 hours of playback time, 160 hours standby
- Auto-off when Bluetooth disconnected
- High-gloss acetate lens plates and arms
- Use with smartwatch for full wearable experience
- Featherlight fit at 1.25 oz. (wayfarer models) and 1.45 oz. (round models)
- Looks, feels and works like regular eyeglasses
- Customization options available

In the box

- High quality, UV400 polarized sunglass lenses
- Foldable, protective carrying case
- Contact charging cable
- Wall AC Adapter
- Microfiber cleaning cloth
- Easy quick-start guide
- Deluxe reusable box





A selection of compatible apps, accessible via voice assistant on Lucyd Lyte.



Android users have the added flexibility of using Google Voice, Alexa and Bixby.





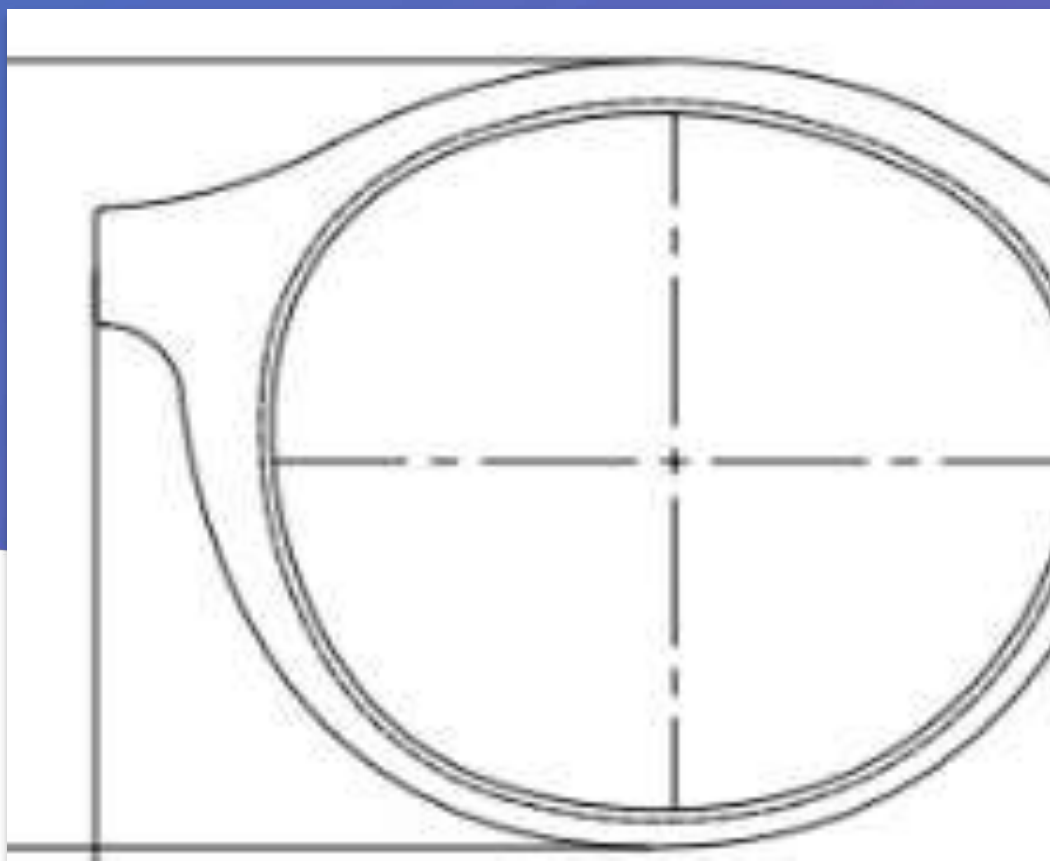
PREMIUM PACKAGING

- High-end, matte finish texture and shrink wrap
- Rigid design and foam die cut for safe shipping
- Fully loaded accessory kit with charge cable, wall adapter, folding case and manual.
- Reusable box with magnetic closure
- Designed by world-renowned artist Silvio Russo
- Store Intro Kit includes demo display, static cling poster, and 25 counter cards with holder.





Intellectual Property



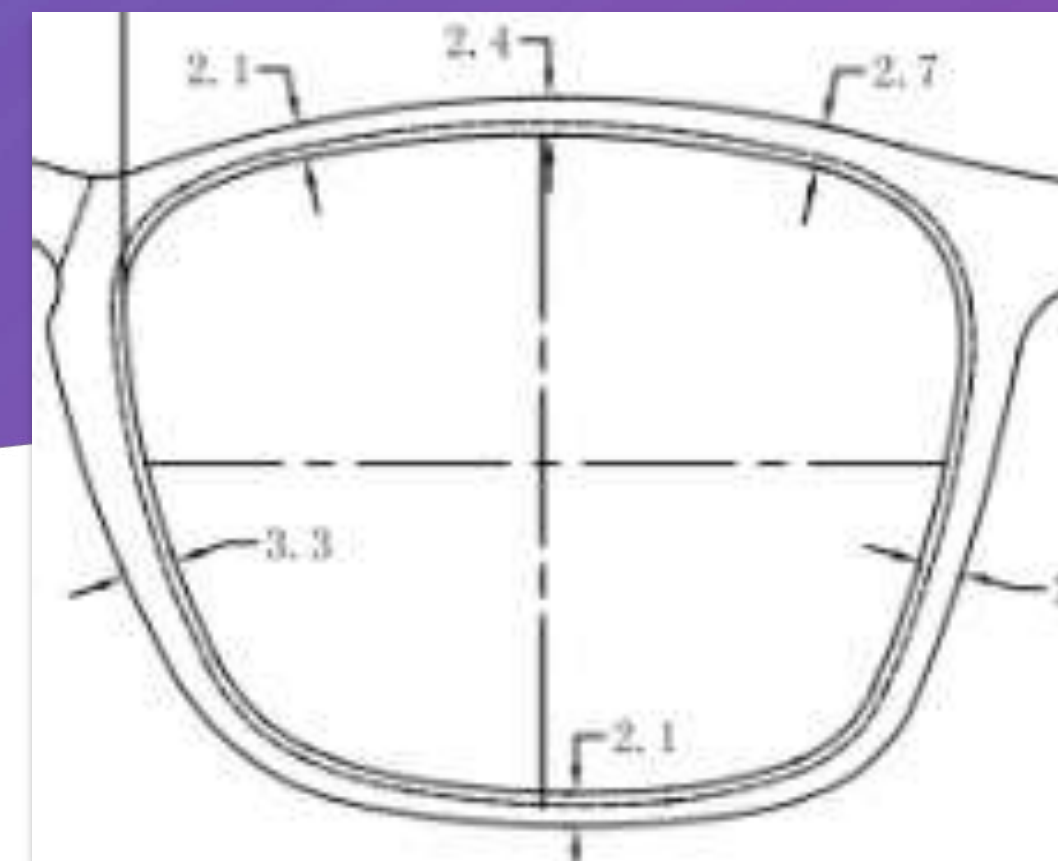
BRAND

Our technical features, custom styles, premium packaging and highly competitive pricing differentiate us from other smart eyewear products. Additionally, our brand is endorsed by NFL star Richard Sherman.



TRADEMARKS

Lucyd holds registered trademarks on the Lucyd brand identity, portal logo, "Lyte" glasses and "Upgrade Your Eyewear" slogan.



PATENTS

Lucyd has 20+ patents protecting different aspects of our glasses and upcoming software products.



REAL FEEDBACK FROM LYTE USERS

“

CHAD GAINOR

For starters, I am no stranger to sound glasses—I have owned 3 versions from Lucyd as well as Bose Frames. This is the first pair that looks like normal glasses. The arms are slim and the glasses themselves are not noticeably heavier than regular glasses

“

ALEX BARANSKY

These glasses are PERFECT for riding and have transformed my exercise routine. I'm able to listen to music but still be aware of cars and people around me, which is an absolute game changer. I don't go riding without these anymore.

“

DEREK CARMAN

It really is so hard to comprehend how effective and luxurious the glasses feel for the price. As someone who imagined my Lucyd shades best on the golf course, I enjoyed them just as much strolling along downtown.

“

CHRISTINE GULSARAN

It makes things so much more convenient for me. I don't have to worry about losing my headphones or charging my wireless ones. The price is also way more affordable than at my optometrist's office.



LAUNCH MODELS

Wayfarer Styles



LCD005-10 Darkside



LCD005-30 Eclipse



LCD005-50 Lytening

Round Styles



LCD005-20 Moonshot



LCD005-40 Moonbeam



LCD005-60 Sunbeam

Lyte models ship standard with UV400 polarized sun lenses. See slide 12 for customization options.

We make it easy to bring Lyte to your customers.

NO
Min.
Order

FREE domestic USPS shipping
+\$4 per unit international express

50-day Lead for Large/Custom Orders

1-Year Warranty Begins at Retail Sale

Promotional Content Provided

Inquire for Volume Discounts & Specials

Customer Care Provided by Lucyd

Customer Satisfaction Guaranteed

\$149.99
MSRP*

*\$179 MSRP
Outside USA



NEW COLLECTION

Lyte Fall 2021 Collection



LCD005-70 Starman



LCD005-80 Skyward



LCD005-90 Antimatter



LCD005-100 Polaris



LCD005-110 Nitrous



LCD005-120 0°

Fall 2021 Collection: Titanium & Sport, launching 9/30/2021.





For optical resellers and to equip salespersons working with the Lyte, Lucyd offers custom lenses from our lab. Most lenses ship same day.

CUSTOM LENS	Non-Rx Cost	SINGLE RX Cost (Hi index)	PROG RX Cost (Hi index)	READER Cost	Lens Color
Polarized UV400 Sunglass - Black	0	80 (100)	150 (175)	85	Black
Polarized UV400 Sunglass - Ban Green	60	80 (100)	150 (175)	85	Ray Ban Green
Clear Anti-reflective	35	35 (60)	115 (135)	60	Clear
UV400 Sunglass - Black	30	65 (85)	150 (180)	65	Black
UV400 Sunglass - Ban Green	30	65 (85)	150 (180)	65	Ray Ban Green
Blue Light Clear AR (20%)	55	75 (95)	180 (200)	65	Clear
Blue Light+ Yellow (40%)	65	90 (110)	200 (220)	75	Yellow
Transitions® Generation 8	125	125 (145)	250 (275)	NA	Clear<>Black
Silver Mirror UV400 Sunglass	65	65 (85)	190 (215)	NA	Silver mirror
Gold Mirror UV400 Sunglass	125	125 (145)	250 (275)	NA	Gold mirror
Red Mirror UV400 Sunglass	125	125 (145)	250 (275)	NA	Red mirror
Colorized - Red	65	85 (105)	180 (205)	NA	Red
Colorized - Green	65	85 (105)	180 (205)	NA	Green
Colorized - Blue	65	85 (105)	180 (205)	NA	Blue
Colorized - Purple	65	85 (105)	180 (205)	NA	Purple
Colorized - Pink	65	85 (105)	180 (205)	NA	Fuschia

Contact us to add upsells to your order:



Extra Lens 3-Pack
Great for demo pairs.

- 20% Blue Blocker
- Sunburst Polarized
- Violet Polarized

Wholesale: \$15
MSRP: \$29.99



2-Year Pro Insurance
Covers frame and lenses*
for two years, and 50%
coverage on lost/stolen
frames.

Wholesale: \$45
MSRP: \$79

*Opticians are responsible for
lenses they fill



Lucyd Lyte is a new kind of smart eyewear that looks, feels and costs the same as designer glasses, and has just the right amount of smart features.



Lucyd Lyte®

- Lux design and premium build quality at an affordable price. The Lucyd Lyte MSRP is \$149.
- The first e-glasses with the style and comfort necessary for all-day wear.
- Just 1.1-1.44 ounces and boasts sleek contours and discreet design.
- Unbelievable battery life with 6.5-8 hours of active playback and up to 160 hours of standby connection per 2-hour charge.
- Incredibly easy-to-use touch control buttons.
- IP56 water resistant. 100 foot wireless range.

vs.



Ray Ban® Stories

- Starts at \$299, a higher price category.
- Bulky arms and frontplate make it a tech product, not stylish eyewear. Less attractive with clear lens.
- Obvious cameras in frontplate raise privacy concerns, glasses unsuitable for workplace and many other settings.
- 1.74 ounces, close to weight of two pairs of glasses.
- About 3 hours of music playback per charge.¹
- Cumbersome touchpad for volume control.
- No water resistance

¹ <https://www.pcmag.com/reviews/facebook-ray-ban-stories>



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- IP56 water resistant. 100 foot wireless range.

vs.



Bose® Tenor

- Starts at \$249 for new models, a higher price category that does not appeal to all optical customers.
- Bulky arms make it an obvious tech product, not stylish eyewear.
- At 1.76 ounces it is not comfortable enough for all-day optical wear or sun protection.
- With 5.5 hours of playback it needs to be charged 15-30% more frequently than the Lyte.
- Cumbersome touchpad for volume control.
- IPX2 water resistance. 30 foot wireless range.



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vs.



Zungle Viper

- Bulky, matte finish arms making it an obvious smart frame. MSRP of \$149.
- PC plastic frontplate makes it difficult to fit with prescriptions.
- Larger frontplate format not ideal for optical wear
- Four touch buttons require more focus to use
- 'Battery life: 4 hours of playback, 100 hours standby.
- Weighs 1.75 oz., almost two pairs of regular glasses.
- Illuminated logo unappealing to those who want a discreet wearable
- IPX4 water resistant. Wireless range of 30 feet.



Once you have the Lyte in stock, what can you do to get sell-through?

Prep

1. Schedule a demo Zoom for your team with your Lucyd sales rep.
2. Install clear lenses into one Lyte for indoor demo use (we offer Blue Light pairs and extra lens packs)
3. Place one or two models on a Lucyd display rack on your counter or in the waiting area. One of these units should be paired to a phone, tablet or computer behind the main desk for music demoing. Since Lyte has standby time of 160 hours, this connected pair will only need to be charged every few days.
4. Place the counter cards next to the display rack so customers can immediately touch the product after reading about it.
5. Put up a Lucyd poster in your window facing the street.
6. Outfit your key salespeople with Lyte units (in their Rx if applicable) to demo as they work. The blue LED on the side of the glasses will alert customers to the availability of smart eyewear, and your staff will become more familiar with the benefits of the product. When your customer sees your staff answer a call on their glasses, they may become curious about the product.

Approach

1. **Second sale.** After the customer has settled on a standard frame, simply ask if they have ever tried smart eyewear. The answer will almost always be “no”, whereupon you can offer to have them try a Lyte that suits them. Once they put on the glasses, pleasantly surprise them by playing music on a connected device, then talk them through the features. Finish the pitch by comforting them with the 1-year warranty and lifetime tech support features.
2. **Gift sale.** Lyte makes an excellent gift for both prescription and plano glasses wearers. Create extra Christmas/birthday sales by showing the Lyte to parents while their kids are exploring the other frames. Create seasonal holiday content on social media and in-store suggesting audio glasses as a gift idea, and your store as the place to get it.



3. Lifestyle sale. This relies on knowing/reading the customer a little more than the other methods. Explain how Lyte can enhance the customer's common activities with its safe, open-ear connectivity:

The Desk Jockey: Lyte is an invaluable tool in the office. It allows you to take calls and send texts handsfree. Lyte enables enjoying music and podcasts in workplaces where headphones are off-limits. With 6.5–8 hours of playback per charge, it'll take you through a whole shift.

The Big Shot: If you're taking calls and sending texts nonstop, Lyte can really make your day easier. Just click one of the touch buttons to activate Siri or Google Voice, and take care of the task at hand, without getting distracted by your phone.

The Gym Lover: Lyte is terrific for active lifestyles. No more tangled or dropped earbuds, just turn on your glasses and it's go-time. Use the voice assistant to start your favorite playlist, and you can even triple-click the touch buttons to cycle through tracks.

The Runner/Cyclist: Lyte really shines in outdoor activities. It's IP56 water resistant, so it's fine in rain or sweat. The open-ear audio provides a safer option compared to headphones, since you can hear the traffic and people around you while enjoying your music.

The Salt Lifer: Lyte can make fishing and boating more fun than ever before. Enjoy your music and perform tons of mobile functions handsfree, so you don't have to worry about pulling out a phone with wet or dirty hands. With Lyte's 50-foot connection range, you can actually leave it in the tackle box.

The Student: Lyte's powerful noise-cancelling mic allows you to record lectures from up to 15 feet away.

Techies and Millennials: Anyone who loves exciting new technology will enjoy the features of Lyte.



Lucyd Points Program

Our aim is to build long-term, successful partnerships with our resellers. To meet this goal, we offer a robust co-op marketing program that includes store displays, promotional materials and more. Additionally, all resellers will be announced on Lucyd's site and socials, and shown in our store map.



It all starts with the Lucyd Lyte® Intro Kit, which includes four Lyte units, a clean-stick poster, 25 counter info cards and a demo display rack. Just \$300 shipped and includes 4 co-op points.

Gain 1 point for every wholesale unit ordered. Points never expire.

Spend points to enhance your Lucyd sales display.

Gain increased sell-through of Lyte frames by informing more customers.



Demo Rack
4 Points or \$20 USD

Small rack for displaying two sample units. Ideal for customer demonstrations. Suggested placement: behind counter.



Locking Carousel
18 Points or \$100 USD

Removable shelves, allows placement of sealed units in bottom and display/demo glasses on shelves. Suggested placement: on-counter.



Digital Try-on Display
90 Points or \$500 USD

10.4" Samsung tablet display with looping product explainer video, begins virtual try-on experience when approached by customer. After try-on, customer is prompted to consult associate to purchase. Can be plugged in for continuous use or charged overnight. Suggested placement: Customer waiting/browsing area



Digital Try-on Display

10.4" Samsung tablet display with looping product explainer video, begins virtual try-on experience when approached by customer. After try-on, customer is prompted to consult associate to purchase. Can be plugged in for continuous use or charged overnight. Includes two access keys.

Suggested placement: Customer waiting/browsing area

Co-branding available on faceplate.

Available in freestanding (shown), counter mount and wall mount.

With our co-op points program, you can get this display completely free!



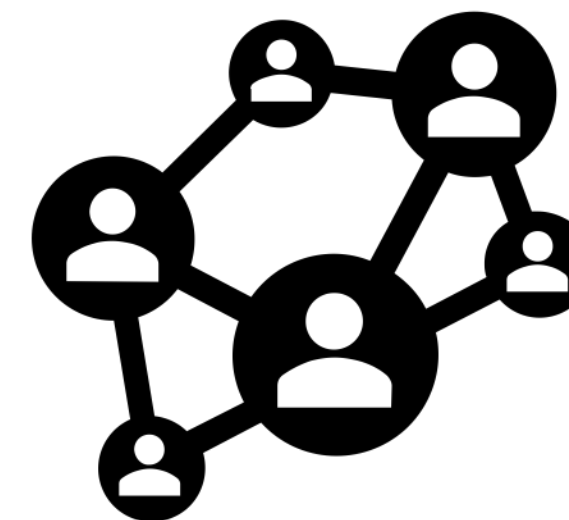
Sales Unit 10 Points

Equip your leading salesperson with a Lucyd Lyte in clear or prescription lenses for wear on the sales floor. A natural and easy way to showcase the product and familiarize staff. **Limit two per store.**



Local Ad Campaign 40 Points

Run an approved print or online ad in a local news outlet and receive a \$200 reimbursement from Lucyd. Free graphics provided by our design team at your request. **Limit two per store per year.**



Social Campaign 100 Points

The Lucyd team will run a \$500 localized Facebook/Instagram ad campaign on behalf of your store. The campaign will be targeted to eyewear consumers close to your store, inviting them to go in and try our exciting audio glasses. **Limit one per store per year.**



Two Free Units
30 Points

Get two extra Lucyd Lytes to sell, in any standard style. **Limit one per store per year.**



Team Lucyd Jersey
5 Points

A comfortable sport jersey to enhance Lucyd's presence in your store. Available in indigo and jet black, sizes XS-3X.



Accessory Bundle
15 Points

Includes three of our popular ready-to-sell lens pack items which retail for \$29.99 (you choose which models) and three extra charging cables which retail for \$9.99. The lens packs are also useful for displaying different looks.