

## RECON INSTRUMENTS PARTNERS WITH COLORADO PERFORMANCE OPTICS BRAND TO ENTER ACTION SPORTS MARKET WITH HEAD-MOUNTED DISPLAY SYSTEMS

Recon Instruments and Zeal Optics lead a revolutionary new category with innovation and experience.

*Vancouver, British Columbia/Boulder, Colorado January 14th, 2010*

With the Vancouver 2010 Winter Olympic Games just around the corner, it is business as usual for three-year old Vancouver-based *Recon Instruments*, despite a frenzy of attention over its creation and on-going development of head-mounted display systems for use in action sports climates. Having developed a miniaturized virtual image display incorporating customized optics and backed up by the most advanced GPS and sensor technology available, Recon has been quietly changing the game.

“What Recon Instruments has brewing up is a huge evolutionary step for alpine sports, and all action sports in fact,” said Dan Eisenhardt, Chief Executive Officer, “Wearable technology in sports is the newest ideal elevating performance, safety, training and fun, and Recon Instruments has the innovations and experience to lead the sporting world forward.”

Boulder Colorado’s *Zeal Optics* has been creating the finest and latest in eyewear innovations over the past 13 years. Advancements in their winter goggle collection incorporate polarized lenses for eliminating glare, and photochromatic lenses for auto light adjusting when exposed to varying light transmissions. Zeal has designed several instant sell-out classics like the *Eclipse*, *Detonator*, and *Dominator* series’ each available with multiple high-end lens options. Known for innovation and cutting-edge optics, Zeal has always been the first to explore new ways to view and perform in the ever-changing elements of alpine sports.

“When Recon approached Zeal about partnering to produce the world’s most advanced eyewear, it was a no-brainer for us to jump on board. We have always pushed the boundaries of what can be done and this just elevates our eyewear to the next level,” said Michael Jackson, Zeal’s president. “We are ecstatic about creating a new category in eyewear - just like we have been able to do with our PPX (photochromatic and polarized) goggle lens series,” added CEO, Wink Jackson.

It is no surprise that these two innovative companies, obsessed with sport and technology, were bound to join forces. Both bred from epic outdoor landscapes and teeming with athletic heritage, it’s not unlikely to find either office’s employees skiing, snowboarding, kite surfing, or biking before, during, and after work.

Recon Instruments and Zeal are proud to announce their joint 2010 alpine goggle limited release, the **Recon-Zeal Transcend** is available in two lens options SPX polarized and SPPX Polarized + Photochromatic. The 2010 **Transcend** will feature Recon Instruments’ advanced optics and display technology integrated inside the goggle itself with the following features: speed, altitude, vertical odometer, stopwatch/chronos mode, temperature, time, GPS capabilities, USB charging and data transfer, with a simple, smart and completely unobtrusive user interface. Data and statistics tracking software will come included to record personal bests and share your epic day with friends. The Recon-Zeal Transcend will retail between \$350 and \$450 USD and will be available in Fall 2010 everywhere Zeal products are sold in-store, as well as online, shippable around the world from [www.reconinstruments.com](http://www.reconinstruments.com) and [www.zealoptics.com](http://www.zealoptics.com).

“This isn’t a trendy tech-toy, this is a valid piece of training and safety equipment used for performance tracking, navigation and communications, all wrapped up in a sexy design which is incredibly fun and easy to use. Both Zeal and Recon Instruments are brands that respect sports professionals and enthusiasts immensely, so we intend to do this painstakingly right,” noted Recon’s Chief Marketing Officer, Darcy Hughes.

*Zeal Optics*, named after the zeal in which life should be lived, is a company founded by athletes. State-of-the-art designs, attention to detail, an Rx lens program are testaments to Zeal’s dedication to providing the finest quality product. Zeal – true innovation, quality and value! For more information, visit [www.zealoptics.com](http://www.zealoptics.com) or call 303.449.9325.

*Recon Instruments* strives to innovate and lead direct-to-eye communications in any fast-paced environment, such as action sports. A multi-patent-pending technology platform integrates Head Mounted Display systems with state-of-the-art sensor and GPS technology, providing easy access to navigation, communication, and performance based-information. With offices in Vancouver and boundless testing grounds in Whistler and beyond, Recon Instruments is dedicated to advancing the performance, participation and ethos of sport.

[www.reconinstruments.com](http://www.reconinstruments.com).

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