



**CHAMELO**



**Be different. See different.**

Covered by the Biggest Tech Publications



Award-winning Products





Say hello to Chamelo

# The future of eyewear

Instant tint-adjustable and color-changing smart eyewear.

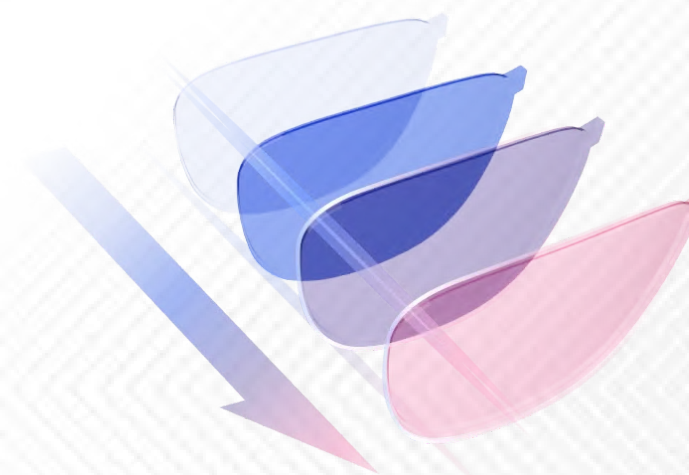
# It's time to transition to Chamelo

	Chamelo	Regular Sunglasses	Transitions® Sunglasses	Smart Sunglasses
Adjustable Tint		X		X
Manually Controlled Tint		X	X	X
Tint Change Speed	0.1 secs	X	3+ minutes	X
Works in Cars and Uneven Lighting		X	X	X
App-Enabled		X	X	
Color Changing		X	X	X

# Chamelo<sup>®</sup> Lens Technology

Eclipse Tint-adjustable Lenses

Prismatic<sup>™</sup> Color Changing Lenses



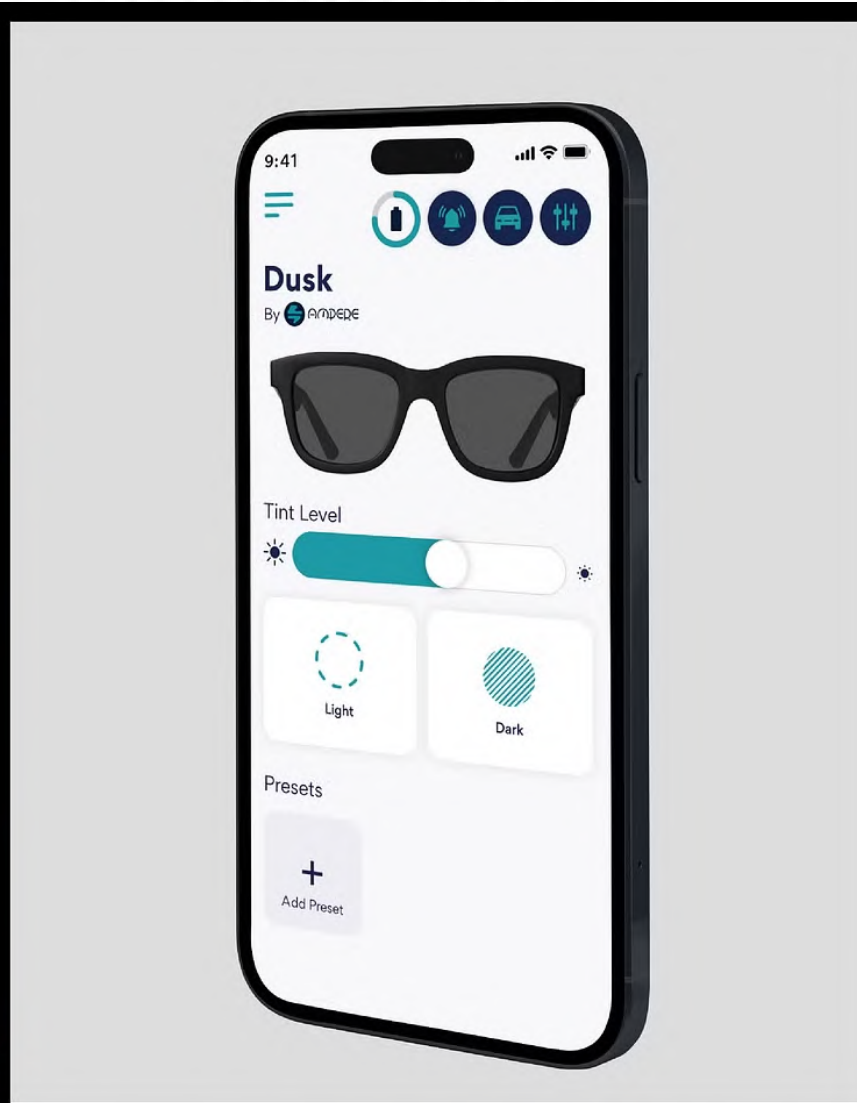
# Chamelo Instant Tint Adjustment



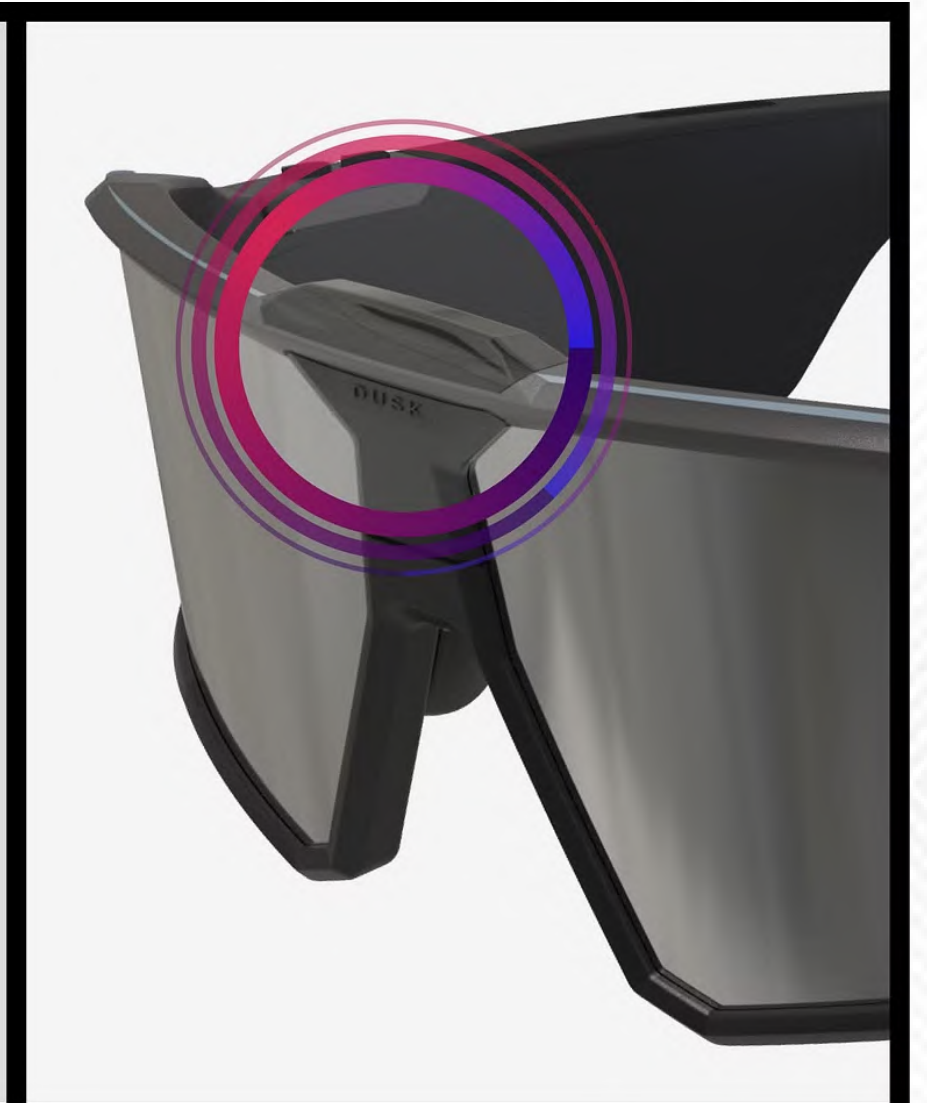
**Button**



**Slider**



**App**



**Automatic**

# Product Line and Roadmap

*Sport*



Performance sport sunglasses with adjustable tint, premium audio

*Lifestyle*



Lifestyle sunglasses with adjustable tint, built-in audio, and app connectivity

*Prismatic*



The world's 1st color changing glasses:  
**1** pair of glasses, **4** different looks

**Best Seller**

# Music Shield

**Tint slider for instant tint control**

**Ultra-clear Dusk™ HVL Lenses**

**Shatterproof, drop proof and sweat proof**



**Comfortable and lightweight**

**Noise-reducing microphones**

**Premium open ear Bluetooth audio**



# Music Shield

## Sport

### Tint adjustable sports glasses with audio

A cutting-edge design that brings maximum performance. Music Shield features a lightweight build, built-in speakers, and our patented Electronic tint-adjustable lenses for no lapse in vision and ultimate focus during workout. Change tint in less than 0.1 sec (1,800x faster than photochromic glasses) using the built-in touch tint slider controls.

#### Colorways:

- Black frame | Fire lenses
- Black frame | Smoke lenses
- White frame | Fire lenses
- White frame | Blue lenses

#### Specs:

- 100 hrs of tint-adjustment battery life
- 6.5 hrs of built-in audio battery life
- 30 min to charge 80% of the battery
- 63-17% visual light transmittance
- 180 mAh battery capacity
- 0.1 sec to adjust the lens tint

#### Features:

- **Adjustable lens tint:** Instantly adjust the tint with a simple slide
- **Build-in audio:** Play music or take calls with discreet speakers
- **Sweatproof:** Enhanced grip to keep up with intense workouts
- **Impact-resistant:** Protect against accidental knocks and bumps
- **Ultra lightweight:** Get all-day comfort

#### Size and Fit:

- **Gender:** Unisex
- **Head Size:** Medium-Large
- **Face Shape:** Universal
- **Measurements:** 166mm (arm length) x 160mm (temple width) x 61mm (frame height)
- **Weight:** 1.7 oz / 49 grams



# Dusk Classic

## Lifestyle

### ***App-enabled glasses with Eclipse tint-adjustable lenses and discreet audio***

The original tint-adjustable smart sunglasses are designed with a classic and timeless look. Built with market-leading Dusk™ lenses, hidden speakers, and microphones, to help you see better and stay connected.

#### **Colorways:**

- *Black frame | Smoke lenses*
- *Navy/teal frame | Mirror lenses*

#### **Specs:**

- Pogo Pin charging
- Bluetooth 5.0
- 30 min to charge 80% of the battery
- 38-4% visual light transmittance
- 110 mAh battery capacity
- 0.1 sec to adjust the lens tint

#### **Features:**

- **App Enabled tint adjustment:** Instantly adjust the tint with a simple slide from the app
- **Build-in audio:** Play music or take calls with discreet speakers
- **Tint control:** Instantly adjust the tint with the press of a button
- **Water-resistant:** Safeguards against accidental spills and impacts
- **Ultra lightweight:** Get all-day comfort

#### **Size and Fit:**

- **Gender:** Unisex
- **Head Size:** Medium -Large
- **Face Shape:** Universal
- **Measurements:** 166mm (arm length) x 141mm (temple width) x 18mm (frame height)
- **Weight:** 0.9 oz / 26 grams



# Dusk Lite

## Lifestyle

### *App-enabled glasses with Eclipse tint-adjustable lenses and lightweight arms*

The original tint-adjustable smart sunglasses are designed with a classic and timeless look. Built with market-leading Dusk™ lenses, you can adjust the tint instantly.

#### Colorways:

- *Black frame | Smoke lenses*

#### Features:

- **App Enabled tint adjustment:** Instantly adjust the tint with a simple slide from the app
- **Tint control:** Instantly adjust the tint with the press of a button
- **Water-resistant:** Safeguards against accidental spills and impacts
- **Ultra lightweight:** Get all-day comfort

#### Size and Fit:

- **Gender:** Unisex
- **Head Size:** Medium - Large
- **Face Shape:** Universal
- **Measurements:** 166mm (arm length) x 141mm (temple width) x 18mm (frame height)
- **Weight:** 0.9 oz / 26 grams

#### Specs:

- **7 days** of tint-adjustment battery life
- **14 min** to charge 80% of the battery
- **38-4%** visual light transmittance
- **110 mAh** battery capacity
- **0.1 sec** to adjust the lens tint



# Aura

## Prismatic

### *Rimless designer frames with color-changing lenses*

Elevate your look with Aura, the world's first sunglasses with color-adjustable lenses. Built with Prismatic™ Color-changing Lenses and a rimless square frame with refined design details, you can effortlessly switch up your style instantly.

#### Colorways:

- Black/gold frame | Calm
- White/silver frame | Calm

#### Specs:

- 47 hrs of color-changing battery life
- IPX4 water-resistant rating
- 30 min to charge 80% of the battery
- 20% to 65% visual light transmittance
- 25 mAh battery capacity
- 0.1 sec to adjust the lens tint

#### Features:

- **Adjustable tint:** Instantly adjust the tint with a touch
- **Lens tint:** Adjustable to 4 colors (Cool Clear, Blue, Ruby, Purple)
- **Water-resistant:** Engineered to withstand all weather conditions
- **Premium Materials:** Crafted from high quality materials & nylon lenses
- **Ultra lightweight:** Get all-day comfort

#### Size and Fit:

- **Gender:** Unisex
- **Head Size:** Medium-Large
- **Face Shape:** Universal
- **Measurements:** 156.5mm (arm length) x 143mm (temple width) x 35mm (frame height)
- **Weight:** 1.2 oz (35 grams)



# Euphoria

## Prismatic

### One pair of glasses, four different looks

Make a statement with Euphoria, the world's first sunglasses with color-adjustable lenses. Built with Prismatic™ Color-changing Lenses and a bold oversized square frame, you can effortlessly switch up your style or mood instantly.

#### Colorways:

- White frame | Calm

#### Features:

- **Adjustable lens tint:** Instantly adjust the tint with a touch
- **Lens tint:** Adjustable to 4 colors (Cool Clear, Blue, Ruby, Purple)
- **Water-resistant:** Engineered to withstand all weather conditions
- **Premium Materials:** Crafted from high quality materials and titanium
- **Ultra lightweight:** Get all-day comfort

#### Specs:

- 47 hrs of color-changing battery life
- IPX4 water-resistant rating
- 30 min to charge 80% of the battery
- 65-20% VLT% (visible light transmission)
- 220 mAh battery capacity
- 0.1 sec to change lens color

#### Size and Fit:

- **Gender:** Female
- **Head Size:** Medium
- **Face Shape:** Universal
- **Measurements:** 156.5 mm (arm length) x 146 mm (temple width) x 56 mm (frame height)
- **Weight:** 1.4 oz (41 grams)



# Falcon

## Sport

### *Performance sports glasses with automatic tint adjustment*

Tint-adjustable sports sunglasses for no lapse in vision and ultimate focus during your workout.

Automatically adapt to changing light conditions

#### Colorways:

- Obsidian frame | Alpha Blue lenses
- Ice frame | Alpha Purple lenses

#### Specs:

- Solar-powered battery
- 34-8% visual light transmittance
- IP68 water-resistant
- Enhanced UV protection
- Frequency: 75Hz
- 0.1 sec to change lens color

#### Features:






- **Lens tint:** Automatically adapt to changing light conditions
- **Instant Adjustment:** Changes from dark to light and light to dark in .1 seconds
- **Solar -powered:** No batteries or charging required
- **100% water proof:** Engineered to withstand all weather conditions
- **Impact-resistant:** Protect against accidental knocks and bumps
- **Ultra lightweight:** Get all-day comfort

#### Size and Fit:

- **Gender:** Unisex
- **Head Size:** Medium-Large
- **Face Shape:** Universal
- **Measurements:** 172.5 mm (arm length) x 146 mm (temple width) x 60.8 mm (frame height)
- **Weight:** 1.2 oz / 34 grams



# Feature Summary

	Product Name	Lenses	Tint Control	Battery	Audio	App-Enabled	Prescription Ready	Color Changing
	Music Shield	HVL	Slider	Rechargeable	✓	X	X	X
	Dusk Classic	Alpha	Button	Rechargeable	✓	✓	X	X
	Dusk Classic Lite	Alpha	Button	Rechargeable	X	✓	X	X
	Aura	Prismatic	Touch	Rechargeable	X	X	X	✓
	Euphoria	Prismatic	Touch	Rechargeable	X	X	X	✓



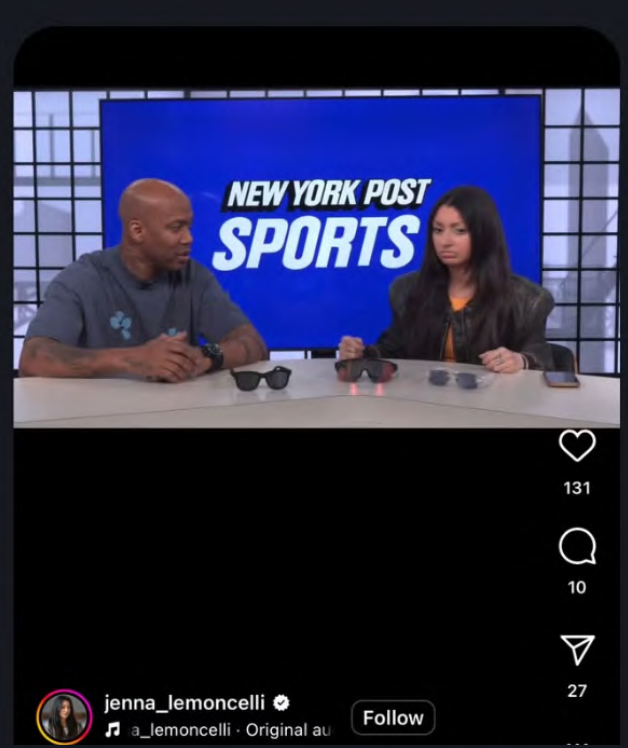
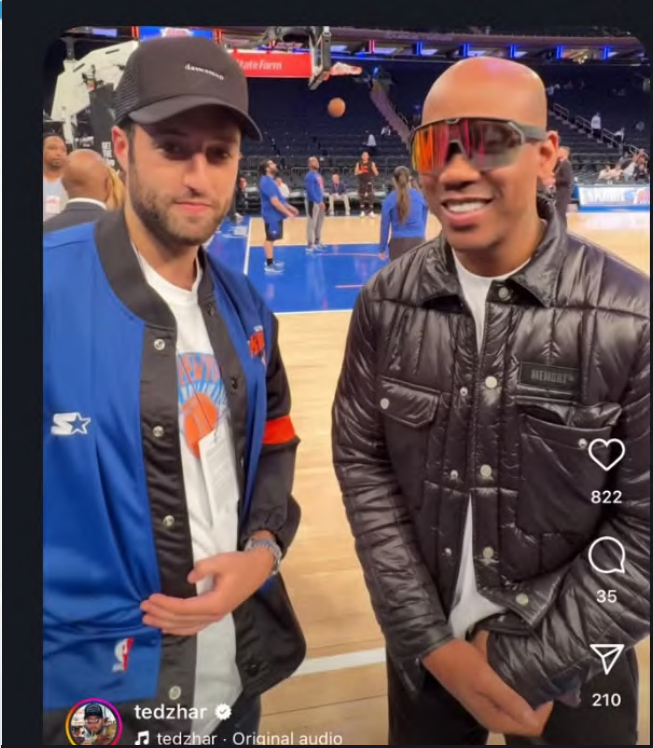
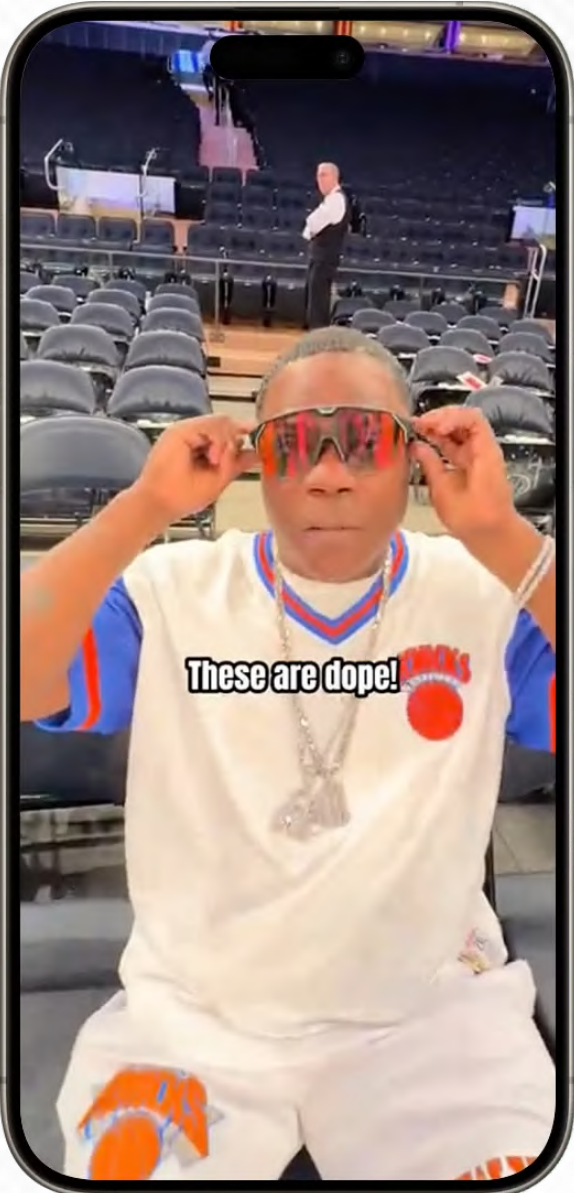
**Stephon Marbury**  
Chief Brand Officer





# Celebrity Approved

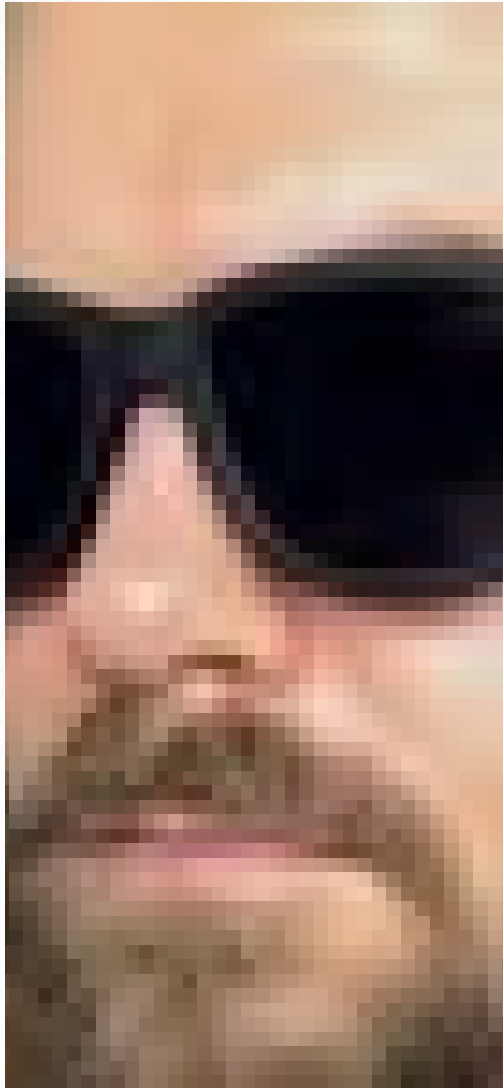
Kendrick Perkins, Tracy Morgan, Shaq and Starbury approved



# The Internet Loves Our Tech

Eye-catching glasses that generate thumb-stopping content

With **60+ million** organic views on TikTok, Instagram and YouTube, a **300,000+** mailing list, and features in **100+** publications, our smart eyewear has become a viral sensation.



# Chamelo

## Press & Awards



"We liked Dusk Bluetooth-enabled sunglasses with an adjustable tint, and now they have a version called the Dusk Sport that's intended for running and biking."



"Smart Sunglasses Merge Sporty Style With High Tech"

## Forbes

"I've Seen The Future of AR Glasses At CES 2023 - And It's Amazing"



Knapsack

"They're meant for athletes who need the control over tinted lenses."



+ 100s more

**WWD** FIND OUT WITH A **SUBSCRIBE NOW**

ACCESSORIES / EYEWEAR

### Former NBA All-Star Stephon Marbury Launches Color-changing Eyewear Brand Chamelo

The brand is launching with three collections of tech-enabled eyewear, offering features like Bluetooth audio, tint adjustment and touch-controlled color-changing technology.

By **LAYLA ILCHI**  
MAY 15, 2024, 9:00AM

**Forbes** Join: Save 50% Sign In

### NBA Legend Stephon Marbury Assists Chamelo Eyewear As Brand Director

Cassell Ferere Contributor

Fashion and sustainability drew me to photography and design.

Follow

May 15, 2024, 09:00am EDT

Updated May 15, 2024, 12:20pm EDT

**GQ SPORTS** SUBSCRIBE

Photographs: Getty Images; Collage: Gabe Conte

### On the Road With Stephon Marbury, Who Was Once Under 24-Hour Scuba Diver Surveillance

GQ Sports

**Entrepreneur** Sign In

Get All Access for \$5/mo

### Livestream | Ask NBA All-Star Stephon Marbury About Mental Game, Launching a Business and More!

Join our free livestream on 5/16/24 at 12 PM ET with former NBA All-Star Stephon Marbury and tech CEO Reid Covington to gain their insights on marketing, starting a business and more. You don't want to miss it!

BY **ENTREPRENEUR STAFF**

**Athletech NEWS**

### Chamelo Enters Active Eyewear With Workout-Focused Sunglasses

Backed by former NBA star Stephon Marbury, Chamelo is innovating in the sunglasses space with a fitness-focused pair that offers customizable tints and integrated audio.

Chamelo Eyewear has officially launched, unveiling a line of smart eyewear equipped with proprietary color-changing lenses, including a workout-focused pair.

The company's lens technology allows wearers to instantly adapt their eyewear to their environment, activity, mood and style.

The eyewear boasts tint adjustments in less than 0.1 seconds, 1,800 times faster than traditional photochromic glasses. Users can control lens tint through touch, sliders, automatic settings, or the brand's app, allowing adjustments to suit any occasion or weather condition.

Chamelo has three collections, with prices ranging from \$199 to \$385. The Sport Collection includes Music Shield, a pair of workout-focused glasses with customizable tints and integrated audio. Users can customize visibility for any activity or environment, from the sunniest golf courses to beaches with variable cloud coverage. The sunglasses' built-in speakers and microphones also allow for on-the-go communication or entertainment.

**PC MAG**

### Chamelo Music Shield Review

Audio-equipped glasses with a tint you can tweak

Smart glasses come in all sorts of shapes and sizes, with a wide range of features. The Chamelo Music Shield (\$249) is a pair of audio-equipped glasses with a twist: a liquid crystal layer that can change just how much light they keep out. A swipe can transform them from nearly clear to dark sunglasses, while speakers built into the frames let you listen to music and take calls. The Music Shield glasses are effective on both fronts, which is a big surprise considering how underwhelmed we've been by the sound quality of most competing pairs like the Amazon Echo Frames (\$269.99). They actually sound good, even if they still fall short of a decent pair of true wireless earphones. And despite occasional bugs, the lens adjustments work as intended. They're a bit pricey, but if you want sporty, audio-equipped sunglasses you can also wear comfortably indoors, these are worth a look.

**Hollywood REPORTER**

### The 70 Best Gifts for Men That Aren't All Power Tools or Boring Neckties

Whether he's your dad, husband or boyfriend, wow them with these cool finds for Father's Day.

25. Chamelo Music Shield  
\$249.99

SHOP CHAMELO EYEWEAR

Ideal for the active dad, the Chamelo Eyewear Music Shield are a pair of tint-adjustable sports sunglasses with a simple slide. They also have built-in open-ear audio when synced with a smartphone for listening to tune when working out or going out for a run on a sunny day. This pair is also sweatproof and waterproof, so dad won't miss a beat when getting his sweat on.

**SoCal**

### NBA Legend Introduces a Modernized Summer Staple: Chamelo Eyewear

Prismatic Collection: Elevate your style with a single pair of glasses that offers four distinct looks. Featuring Prismatic color-changing lenses, the world's first instant touch-controlled color adjustment technology, Chamelo's Prismatic Collection - Aura and Euphoria - lets wearers effortlessly switch between four vibrant hues to match their mood or outfit. Chamelo is launching the collection with two captivating lens color ranges - Energy (warm clear, yellow, pink, orange) and Prismatic (cool clear, ruby, blue, purple) - and two frame styles - Euphoria (oversized rectangle frames) and Aura (rimless square frames). With a simple touch, wearers can instantly change the tint of their lenses, from bright and energizing hues to cool and calming shades. Whether you're looking to make a statement, change your mood, or simply want to add a touch of personality to your look, the Prismatic collection has something for everyone.



---

chameLO.com



@hellochameLO



chameLOeyewear



@hellochameLO



hello@chameLO.com