

Press Release for SportREADERS

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## Having trouble reading your GPS or Route Sheet? SportREADERS to the rescue!

SportREADERS

"There when you need them"



Any adventure rider, be it on a dual sport bike, a snowmobile or an ATV, has found reading a bouncing GPS screen while riding (and even when stopped!) to be difficult if not impossible. We've always had trouble reading a route sheet or map on the trail, but until now there has never been a solution.

Enter longtime Canadian Enduro and Dual Sport rider Dennis Lever. A retired scientific instrument service manager, he became frustrated with not being able to quickly glance down and read his GPS unit clearly. Lever was determined to find a solution, and began to work on his idea in 2006.

Soon people started questioning the special lenses he'd fitted inside his goggles, so he put together a package for friends. Before long some of those friends were having racing success using them. "Brian Murphy," proudly says Lever. "I saw him at the Corduroy Enduro using a pair of reading glasses stuck to the outside of his goggles. He tried my goggles and wanted them right away. Brian went on to win the Super-Vet Enduro and Hare Scramble titles that year. He was so impressed that he called me up one day to get some for his safety glasses at work." Although his original goal was simply to help himself and his friends, Lever knew it was time to bring his product to market.





Finding a reliable supplier of small prescription lenses to bond inside a motocross goggle lens (effectively making them bifocals) wasn't easy. Finding a bonding agent that was flexible, non-toxic, reliable, retained clarity and was most importantly, safe, was no picnic either. "It was hard to locate the lenses initially," says

Lever. "Getting them to stay lined up in the right place was a problem as well. They are an inch away from your eyes, so I had to find a flexible adhesive that was non-toxic and non-irritating." After much research and experimentation those obstacles were overcome, with race testing and extended Dual Sport tours proving the worth of the product Lever named '**SportREADERS**'.

**SportREADERS** do not interfere with normal straight-ahead vision but allow the wearer to see closer objects clearly by looking through the bottom portion of their goggle lens. The lenses aren't permanently attached and can be moved from one set of goggles to another, making them easy to clean and even use with sunglasses!



**SportREADERS** come with everything you need to install them and are available in various strengths.

For more product and ordering information please visit:

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

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