



## **VIMA LAUNCHES SPORTS VISION TRAINING TECH**

[OKLAHOMA CITY, OK, March 8, 2018]

VIMA is excited to announce the launch of its first product, the REV glasses. The REVs are strobe training eyewear with lenses that flicker between opaque and transparent. Used to train and improve athletes' sensory skills like reaction time and depth perception, REV training improves the connection between the eyes, the brain, and the body.

### **Background on Strobe Training**

- Stroboscopic training is a type of training that can enhance and improve sensory skills important to athletes, including reaction time, depth perception, peripheral vision, anticipatory timing, and focus.
- The basic idea: train in sub-optimal conditions so that when you're competing in optimal conditions, you perform at a higher level. Just like a baseball player might swing a bat with weights in practice so the bat feels lighter during the game, strobe training obstructs vision during training to increase performance during the game, when vision is unobstructed.
- The precursor to strobe glasses: Michael Jordan used to train in a room with strobe lights.
- NIKE developed strobe glasses technology that would allow athletes and coaches the ability to take strobe training with them anywhere—it was primarily targeting professional athletes and is no longer available.
- VIMA has been working on a next-generation version of strobe training glasses to bring to a wider audience—the REV glasses.

### **About the REVs**

- Strobe glasses use liquid-crystal technology to cause the lenses to flicker between opaque and transparent. Imagine a baseball player at bat. The flicker of the lenses causes him to only see every other frame as the ball heads towards him, so his brain is forced to fill in the gaps.
- Change the difficulty by adjusting the frequency of the flicker to obscure more or less vision
- Change the mode to allow for training with both eyes in sync, left or right eye only, or both eyes in alternation
- Integrate the REVs into virtually any drill you are already doing: start on the easiest setting and ramp up the difficulty as you feel comfortable. Take the glasses off and do the drill again to see how your performance improves.
- Next-generation strobe training includes impact-rated lens, iOS and Android app for Bluetooth® remote control, and improved water and sweat resistance.



### **Science & Validation**

- More than 20 peer-reviewed studies validate the various benefits of stroboscopic training, including research from Duke University, Utah State, and Newcastle University (U.K.)
- Currently in use by players from more than 35 College teams and 20 professional sports teams, including Houston Rockets (NBA), Florida Panthers (NHL), Arizona Diamondbacks (MLB), Eagles (NFL), and more.
- The US Ski Team (downhill, slalom, aerials, snowboarders, etc.) also used the REVs in preparation for the recent PyeongChang Olympics.

### **Product Availability**

- Launched in January 2018
- VIMA is working to bring strobe training to a wider audience:
  - Sport – professional, college, and youth athletes and coaches at all skill levels
  - Tactical – competitive shooting, law enforcement, and military
  - Rehab – physical therapy clinics, concussion and vestibular patients
- REV Sport retails for \$399 and REV Tactical retails for \$499
- Available for purchase on [vima.com](http://vima.com) or through VIMA authorized resellers

If you would like more information about VIMA, please call 405-463-7372 or email [info@vima.com](mailto:info@vima.com). Additionally, you can visit our website at [www.vima.com](http://www.vima.com).