

Get connected with Oakley shades



Motorola Southern Africa and Oakley Africa have announced the local availability of RAZRWIRE Bluetooth eyewear: The world's first eyewear to combine Oakley optics with Bluetooth wireless technology will be available locally in mid October.



Stephen Nolan, Country Manager of Motorola Southern Africa, says: "RAZRWIRE is about bringing innovative wearable technology to the active consumer, allowing them to stay connected while moving from one environment to the next. This is seamless mobility made real."

Globally Bluetooth adoption is gaining momentum. IMS Research recently reported that the Bluetooth market had experienced a fifth consecutive quarter growth since the beginning of 2004. This growth is a strong indication that the technology is transitioning from a 'nice to have' application to a 'must have' design feature.

Nolan says Motorola has a 40% global market share of Bluetooth headsets: "Its research and development initiatives have focused strategically to leverage Motorola's expertise and bring consumers breakthrough technology solutions that deliver form, function and freedom.

"By embedding a Motorola Bluetooth wireless headset into Oakley sunglasses, RAZRWIRE gives the consumer a mobile, wearable link to their cellphone and the freedom of hands-free communication.

"It's about being able to multi-task everywhere, not just at home and at work. Today consumers expect technology to help them do more, more of the time and RAZRWIRE fulfils this expectation."

Steven Adshade, General Manager for Oakley Africa, says: "Our partnership with Motorola expands the possibilities of Oakley's new electronics category, offering our engineers an expanded arsenal to develop new and innovative products."

RAZRWIRE Bluetooth eyewear will be available in mid October at selected cellular phone outlets via sole distributor Celcom. It will also be available via Oakley and key retail stores and optometrists in the Oakley network.