

## The PVG™ Story

This revolutionary eyewear technology was created from two passions colliding. Golf and the advanced optics industry. When I was 12-years old, I pured a 5-iron (by luck, I'm sure). I was smitten with golf, and have been chasing that magical feeling ever since. As an adult, my professional career is in advanced optics.

More than five years ago, I combined the two passions. My ultimate goal was to leverage my scientific expertise and create a highly-specialized optic solely for golfers.

I partnered with a laboratory and the iterative process began. I quickly realized the task was greater than I imagined. And one never attempted before. I needed to engineer a specialized multi-lens coating combination that would enhance clarity when viewed in a green wavelength-dominant environment.

After more than a few years and countless attempts, we did it. We dialed-in the precise coating combination. The PVG lenses were born.

The lenses are highly specialized and cannot be mass produced. Each lens is cut and coated with precision before being individually inserted into our frames.

As the saying goes, "Seeing is Believing."

Once I dialed in the the optical coating formula, I tested the glasses on golf courses all over the world and in every possible lighting scenario. I shared countless prototypes with fellow golfers for feedback. It came back universally the same. Golfers loved them. On one occasion, I gave them to a scratch golfer to try for a round or two. A few days later he played a round without them. When he told me, "I couldn't see a thing out there, I need those glasses." I knew I had done what I set out to do. I'm excited to share my years of experimentation and product with the golfing world. I want golfers everywhere to see what they've been missing and become better players in the process.



A handwritten signature in black ink that reads "Wes Smith".

**WES SMITH**  
Founder, Golfer  
+ Chief Technologist



wes@provision.golf  
+1 · 412 · 596 · 3500

**PVG™**  
PRO·VISION·GOLF

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