



# 2014 ARCHERY



**PEINEAU**

**GELLENTHIEN**

**VAN DER VEN**

**DAMSBØ**

**DELOCHE**

**LOGINOVA**



**CASPEL**

**DEATON**

**ELZINGA**

**JONES**

**BUDEN**

**TYACK**



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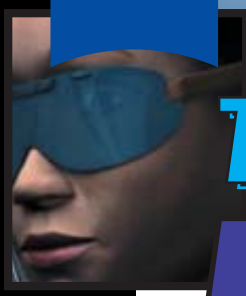
ZEISS

TAKING ON THE WORLD ONE ARROW AT A TIME



# THE INCREDIBLE MASH

DEAD CENTER VISION



STAND BACK!  
NO ONE CAN STOP THIS  
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PILLA®



# 2014 ARCHERY

WORLD PRO STAFF MEMBER  
WORLD CHAMPION  
**BRADEN GELLENTHIEN**  
USA  
FRAME - OUTLAW X6A



## We know...

We create visual equipment capable of adding value to an athletes performance.  
We believe in function over style.  
We believe in substance over hype.

We believe anything less than perfection is not worth doing.  
We know that to be the best in the world is no small challenge and we gladly accept the challenge.

For over 20 years, Pilla Performance Eyewear has believed that if we follow these simple beliefs, we would be able to confidently rise everyday knowing that we stand alone in providing the very best in performance eyewear.

We thank you for the opportunity to present you with the finest visual equipment in the world.

We thank the best athletes in the world of archery for embracing our technology and making Pilla a integral part of their competitive gear.

The simple truth - Seeing better means scoring better.

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



## HIGH DEFINITION LENS SCIENCE FIT TO TECHNICALLY SUPERIOR FUNCTIONAL DESIGN

“As all archers know, perfect clarity and precise optics are critical. They can be the difference between being near the line and on it. In my opinion, no one holds a candle to the quality of a PILLA Zeiss VIVX lens. They give the added benefit of color filtration so I can see the target lines with increased precision and focus in on the yellow target center. Whether you're a FITA, Field, 3d or indoor archer, accuracy begins with the ability to perceive the target consistently.

With PILLA, I no longer have to worry about extreme sun or changing light conditions because it's so easy to change the lenses.”

**Braden Gellenthien, 2013 Longines award winner for most accurate compound archer in the world.**

## PERFORMANCE EYEWEAR BY ARCHERS FOR ARCHERS



The Pilla Archery system was designed in tandem with Erika Jones, Braden Gellenthien, and Martin Damsbo. Pilla has the only frame and lens system in the world specifically designed by Archers for Archers.

The functionality of the system is to provide the archer with optimal visual registration of the target, while managing light to allow the eye to relax and focus. Pilla has created a variety of frame geometries with no nose piece, offering the shooter no visual obstruction through the nasal part of the glasses. This is critical for archers who, until now, have had to remove their sunglasses, even when shooting in bright conditions, because of frame and nose obstruction.

When an archer has to remove their eyewear to shoot, the eye is shocked and this sudden change in light adversely affects the eyes ability to remain relaxed and focused. The use of an optically correct lens system designed for sunny to low light conditions provides an efficient piece of equipment to manage the performance of the most critical element of your equipment. Your eye.

- Consistent light into the eye means impacts never vary. No more lefts and rights, **and no more eye fatigue.**
- Pilla Zeiss VIVX lenses are **optically perfect**, with more than twice the clarity of an average sunglass.
- **Easy-to-use lens changing system.** Pilla lenses are interchangeable using our patented snap-tech technology or Neodymium Magnets.
- Lens kits come standard with both a high light and low light lens, covering a **huge variety of lighting conditions.**
- Proper **light management** eliminates facial and muscle strain, allowing the athlete to relax and focus to compete at his or her full potential.

**PILLA**<sup>®</sup>  
VISUAL EQUIPMENT FOR SPORT

# ARCHERY DEAD CENTER PATENTED TECHNOLOGY

## DEAD CENTER VISION

**FOCUS TO THE GOLD CENTER.**



### PILLA/ZEISS ENGINEERED DEAD CENTER LENSES

At Pilla, we have partnered with ZEISS, the world recognized leader in optics, to provide the most visually accurate lens technologies for the world's most demanding archers. In 2014, we pioneered and patented the Dead Center Chroma Shift technology for Archery. We tested the concept with WORLD #1 ARCHER Erika Jones in the fall of 2013 and perfected the technical solution with her guidance.

Our Dead Center engineering mandate was to develop a lens science that would focus the eye to the center of the target by reducing the visual color interference an archer experiences with current targets. The current target is presented to the eye with multiple colors and the visual noise around the center of the target is heightened by the red rings. Dead Center technology kills the red field of the target allowing the eye to focus uninterrupted on the gold center. This relaxes the eye, the body, and the mind. Most important to the archer is the center of the target is now perfectly enhanced and the lens narrows the archers visual reference point. This creates a perfect visual reference for hitting the target Dead Center.

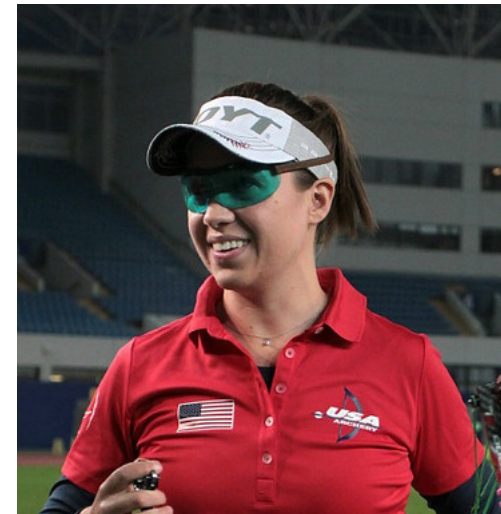
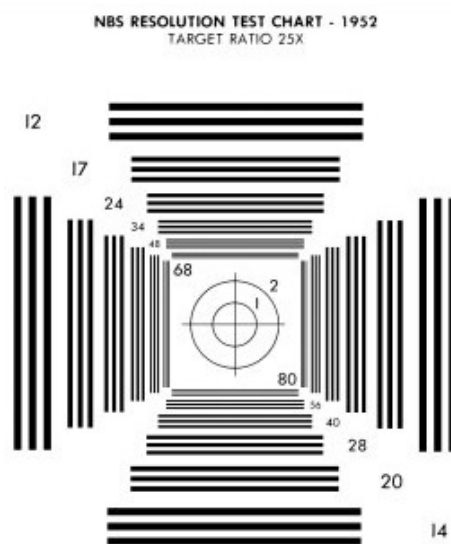
The technical solution found in Dead Center lenses creates a visual tunnel for the archer to focus directly on the center. At distance, the technology creates a great compliment and synergistic system to the sights used in both recurve and compound archery.

**TO PRODUCE THE FINEST HIGH DEFINITION LENSES IN THE WORLD THEY MUST PRODUCE PERFECT RESOLUTION OF THE TARGET.**

Pilla Zeiss Vivx Lenses Resolve Resolution With Perfection Of The Entire Target Ratio. This visual test translates to a perfect circular target registration.

To Achieve Perfection, The Center of the Target Must Be Crisp And Clear With No Bending Of The Lines Orientation. Vertical Lines Must Remain Vertical And Horizontal Lines Must Remain Perfectly Level.

**CRISP DEFINITION OF THE GOLD FIELD IS ACHIEVED WITH PILLA ZEISS TECHNOLOGY**

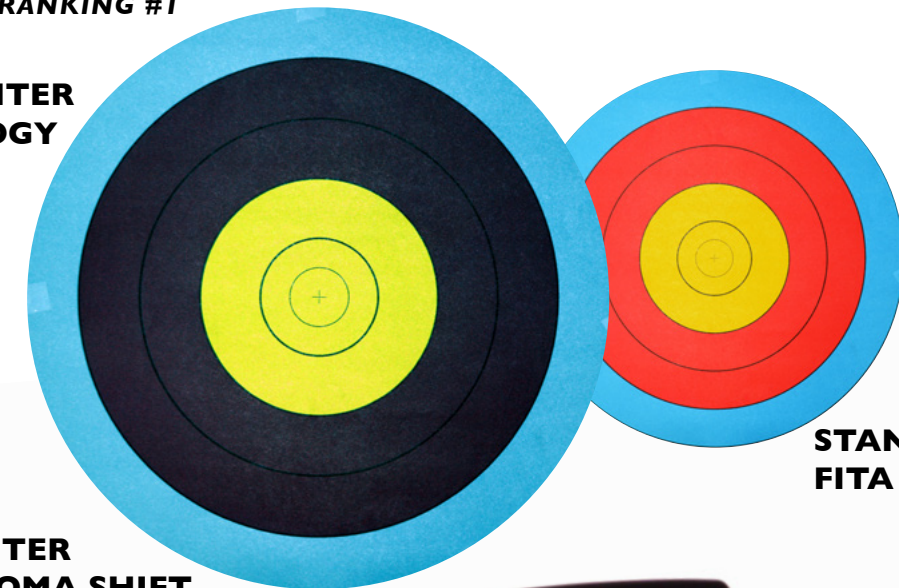


**ERIKA JONES WORLD RANKING #1**



**35DC LENS FIT TO OUTLAW X2A**

**WITH DEAD CENTER LENS TECHNOLOGY**



**WITHOUT ANY LENS SCIENCE**

**STANDARD FITA TARGET**

**DEAD CENTER LENS CHROMA SHIFT**



**60DC LENS FIT TO PANTHER X2A**

**PILLA**  
VISUAL EQUIPMENT FOR SPORT

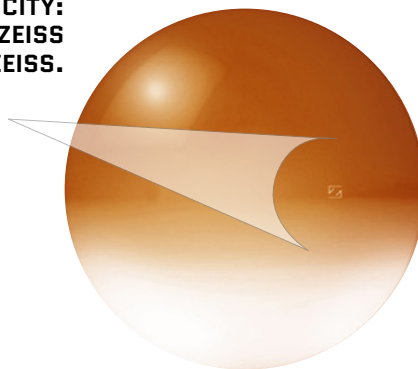
# ARCHERY LENS OPTIONS

## PILLA/ZEISS LENS TECHNOLOGIES ARE EXCLUSIVELY MANUFACTURED FOR PILLA PRODUCTS.

Every formulation and lens technology used in a PILLA product is an exclusive formulation.

To provide confidence you are purchasing a PILLA/ZEISS VIVX product we have put a seal of authenticity on every lens. If the ZEISS "Z" is not found on the backside of either our dual lens or mask lens frame systems, the lens it is not a ZEISS lens. Period.

ZEISS AUTHENTICITY:  
IF IT DOESN'T SAY ZEISS  
IT'S NOT ZEISS.



### 10ED LENS ENHANCED DEFINITION

- 10% light transmittance
- Full Sun
- Rich Color Reproduction
- Designed to relax the eye in bright light conditions

**AVAILABLE IN:**  
PANTHER X2A, OUTLAW X6A,  
OUTLAW X7A, MASK Fx, MASK MX

### 35DC LENS DEAD CENTER

- 35% light transmittance
- Full Sun to Medium Light
- Chroma Shift Technology
- Designed to kill the red target element and enhance the gold center of the target.
- Calms the eye and allows the eye to relax and focus on the dead center of the target with no visual distraction.

**AVAILABLE IN:**  
PANTHER X2A, OUTLAW X6A,  
OUTLAW X7A, MASK Fx, MASK MX

### 42ED LENS ENHANCED DEFINITION

- 42% light transmittance
- Medium Lighting condition
- Rich Color Reproduction
- Designed to relax the eye in medium light conditions

**AVAILABLE IN:**  
PANTHER X2A, OUTLAW X6A,  
OUTLAW X7A, MASK Fx, MASK MX  
MAGNETO



### 60DC LENS DEAD CENTER

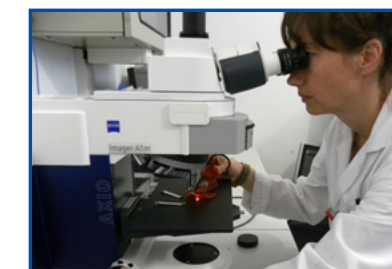
- 60% light transmittance
- Medium Light to Low Light
- Chroma Shift Technology
- Designed to kill the red target element and enhance the center of the target.
- Calms the eye and allows the eye to relax and focus on the dead center of the target with no visual distraction.

**AVAILABLE IN:**  
PANTHER X2A, OUTLAW X6A,  
OUTLAW X7A, MASK Fx, MASK MX

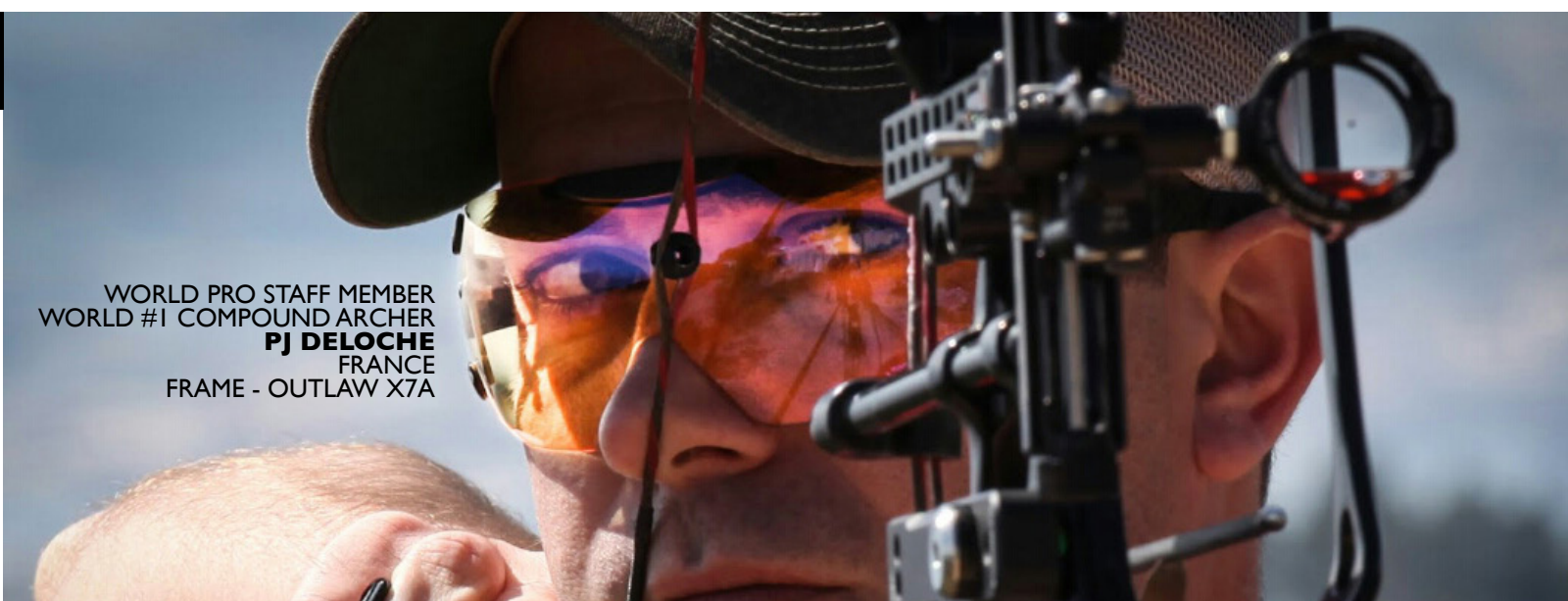
### 76/78HC LENS HIGH CONTRAST

- 76%/78% light transmittance
- Low light condition
- Perceptive Light Enhancement
- Designed to wake the eye up in dimming lighting conditions. This lens raises the value of available light while making the target very vivid for accurate arrow placement.

**AVAILABLE IN:**  
PANTHER X2A, OUTLAW X6A,  
OUTLAW X7A, MASK Fx, MASK MX  
MAGNETO



**SEE MORE GOLD WITH  
DEAD CENTER VISION**



WORLD PRO STAFF MEMBER  
WORLD #1 COMPOUND ARCHER  
**PJ DELOCHE**  
FRANCE  
FRAME - OUTLAW X7A

## OUTLAW X6A



**Outlaw X6A** - Carbon Fiber temples with a titanium inner core that can be formed to a customized fit. The forked ends are designed to wrap around and cradle the back of the head, reducing weight on the front and eliminating the need for a nose piece. The high performance megol rubber brow bar is complete with "RAM-AIR" venting holes to push air down the back side of the lens and reduce any fogging. The Snap-tech lens changing system comes standard on the Outlaw X6A, making lens changing as easy as it gets. The oversized lens allows for a completely unobstructed view across the nose bridge, making it the perfect archery glass. This also eliminates stray light coming from extreme angles.

### LENS TECHNOLOGY

- VIX Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Crystal Clear Lens-Front and Backside Multi-Layer Anti-Reflective Coatings
- Full Application of Proprietary Hydro-Pel Coatings

### ARCHERY FILTRATION

- Full Sun** - 10ED, 35DC
- Medium Lighting** - 42ED, 60DC
- Low Light** - 76HC/78HC

- KIT OPTIONS:** 1 Frame | Lens  
2 Lens | Frame  
3 Lens | Frame

## OUTLAW X7A



**Outlaw X7A** - This is a high wrap version of the Outlaw Frame Geometry. A 7 Base distortion free Pilla/Zeiss lens is used for this model. It is a great fit for a smaller to medium face and for women. The frame features Carbon Fiber temples with titanium inner core can be formed to a customized fit. The forked ends are designed to wrap around and cradle the back of the head, reducing weight on the front and eliminating the need for a nose piece. The high performance megol rubber brow bar is complete with "RAM-AIR" venting holes to push air down the back side of the lens and reduce any fogging. The Snap-tech lens changing system comes standard on the Outlaw X7A, making lens changing as easy as it gets. The oversized lens allows for a completely unobstructed view across the nose bridge, making it the perfect archery glass. This also eliminates stray light coming from extreme angles.

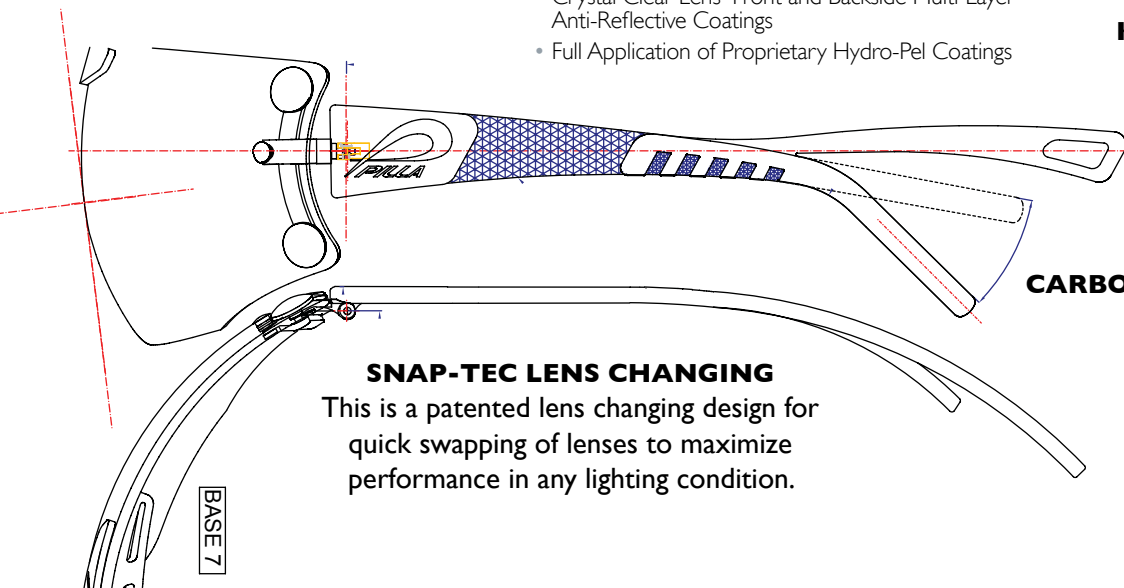
### LENS TECHNOLOGY

- VIX Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Crystal Clear Lens-Front and Backside Multi-Layer Anti-Reflective Coatings
- Full Application of Proprietary Hydro-Pel Coatings

### ARCHERY FILTRATION

- Full Sun** - 10ED, 35DC
- Medium Lighting** - 42ED, 60DC
- Low Light** - 76HC/78HC

- KIT OPTIONS:** 1 Frame | Lens  
2 Lens | Frame  
3 Lens | Frame



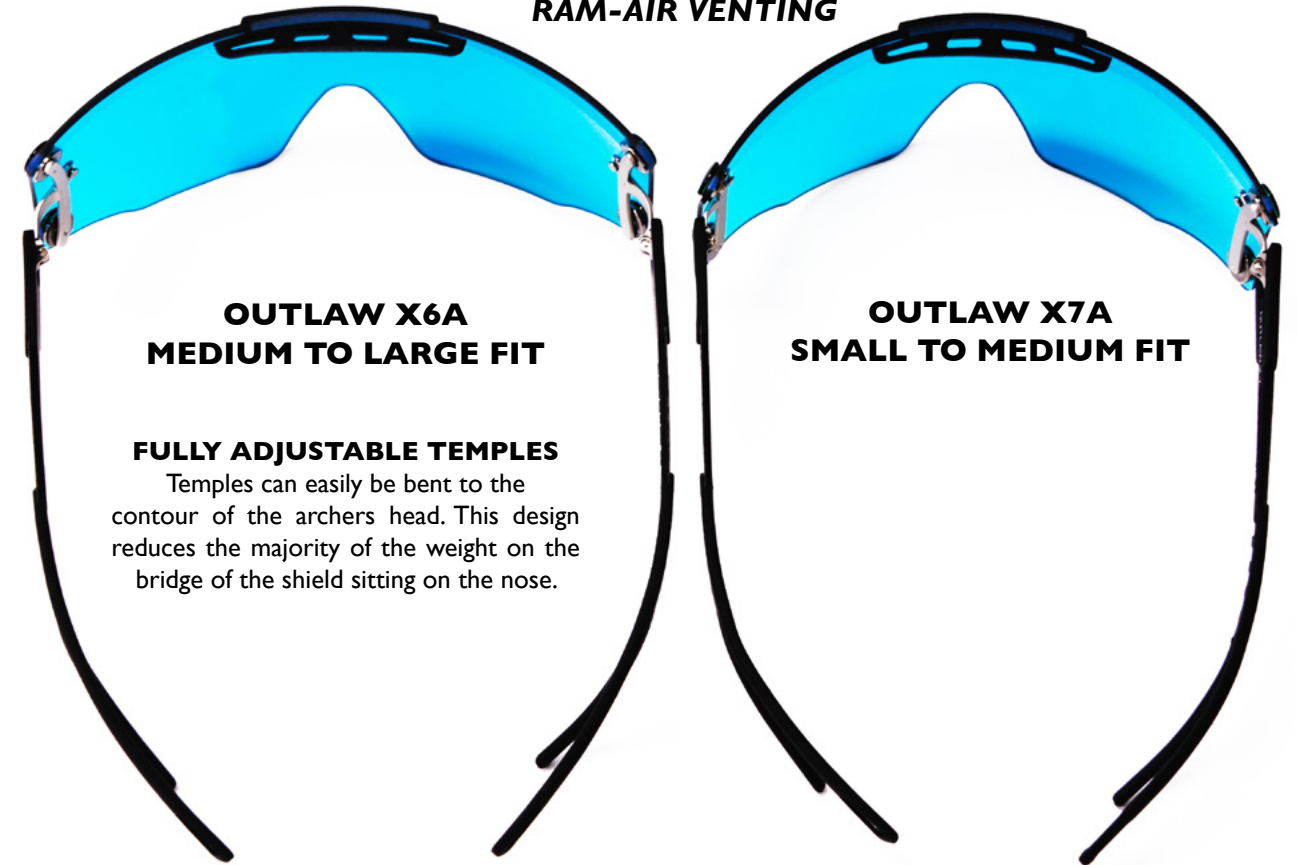
### SNAP-TEC LENS CHANGING

This is a patented lens changing design for quick swapping of lenses to maximize performance in any lighting condition.

### MEGOL RUBBER VENTED BROW BAR

Increases flow of air on the backside of the lens through a "Ram" effect by forcing air down the backside of the lens.

### RAM-AIR VENTING



**OUTLAW X6A**  
MEDIUM TO LARGE FIT

### FULLY ADJUSTABLE TEMPLES

Temples can easily be bent to the contour of the archers head. This design reduces the majority of the weight on the bridge of the shield sitting on the nose.

**OUTLAW X7A**  
SMALL TO MEDIUM FIT



WORLD PRO STAFF MEMBER  
WORLD CHAMPION  
**RICK VAN DER VEN**  
NETHERLANDS  
FRAME - OUTLAW X6A

## PANTHER X2A



**PANTHER X2A** - The Panther X2A has raised the level of comfort for mask frame technology and our unique counter balancing temple geometry reduces all felt weight on the bridge of the nose. The temples are fully adjustable from front to back but also can be shaped to sculpt a shooters head. The temples can be manually adjusted by forming the temple tips to contour the head. The better the form fit to the head the better the counter balance in weight distribution works. The Snap-tech lens changing system comes standard on the Panther X2A, making lens changing as easy as it gets. The oversized lens of the Panther X2A allows for a completely unobstructed view across the nose bridge allowing for perfect sighting. The lens geometry provides a great wrap to eliminate stray light coming from extreme angles.



### LENS TECHNOLOGY

- VIVX Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Crystal Clear Lens-Front and Backside Multi-Layer Anti-Reflective Coatings
- Full Application of Proprietary Hydro-Pel Coatings

### ARCHERY FILTRATION

- Full Sun** - 10ED, 35DC
- Medium Lighting** - 42ED, 60DC
- Low Light** - 76HC/78HC

- KIT OPTIONS:** 1 Frame | Lens  
2 Lens | Frame  
3 Lens | Frame



### FULLY ADJUSTABLE TEMPLES

Temples can be extended 5 positions for a customized fit. Additionally, the fork temple geometry can easily be bent to the contour of the archers head. This design reduces the majority of the weight on the bridge of the shield sitting on the nose.



WORLD PRO STAFF MEMBER  
WORLD #1 COMPOUND ARCHER  
**ERIKA JONES**  
USA  
FRAME - MASK FX

## MASK FX



SMALL TO MEDIUM SIZE



**MASK SYSTEMS** - The Mask System started as an idea which didn't seem possible on paper. We said, "Let's make a mask for archery with no frame and no nose..." so the performance archer has complete unobstructed visual sight and target reference. Further the design of the glasses should provide a feather weight feeling to the lens."

Pilla worked with the #1 Archer in the world Erika Jones to refine the concept and the Mask System has re-written the book on performance glass geometry. The Mask System is secured using a suede lanyard which can easily be adjusted for pressure using a slide on the backside of the head. The actual need for tightening to secure the lens is minimal as the Pilla/ZEISS lens technology is so light in weight that it basically sits on the bridge with no pressure from the lanyard. The visual picture is unmatched through the lens as there is no nose piece interrupting the archers vision. The lens design is fit with a wide megol sweat bar that promotes air flow from top to bottom as well as through the front side of the sweat bar. This innovative sweat bar design acts like a frame and provides a very comfortable fixing point to the head. The Mask System should be worn so the sweat bar anchors the lens to the face. In addition to the venting system in the sweat bar, there are additional venting holes in the lens that are angled which pushes air down the backside of the lens. This design is to help reduce any fogging in high humidity situations.

## MASK MX



MEDIUM TO LARGE SIZE



The Mask is available in the Erika Jones designed MASK FX which is a perfect design for girls, women, and those who have a more narrow or petite face. The Mask is also available in the MASK MX model which will fit a medium to large face.

### LENS TECHNOLOGY

- VIVX Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Crystal Clear Lens-Front and Backside Multi-Layer Anti-Reflective Coatings
- Full Application of Proprietary Hydro-Pel Coatings

### ARCHERY FILTRATION FOR MASK SYSTEMS

- Full Sun** - 10ED, 35DC
- Medium Lighting** - 42ED, 60DC
- Low Light** - 76HC/78HC

- KIT OPTIONS:** 1 Frame | Lens  
2 Lens | Frame  
3 Lens | Frame

### MEGOL RUBBER VENTED BROW BAR

Increases flow of air on the backside of the lens through a "Ram" effect by forcing air down the backside of the lens.



WORLD PRO STAFF MEMBER  
WORLD CHAMPION  
**SEB PEINEAU**  
FRANCE  
FRAME - PANTHER X2A

# ARCHERY FRAME SYSTEMS

www.pillasport.com

## MAGNETO A



**Magneto A** - The PILLA Magneto is the ultimate in performance eyewear technology for Archery. The frame is surgical steel fused with titanium, making it ultra light weight and durable. It comes packaged standard with 4 VIVX lenses to cover almost any lighting condition. (\*2 of which are only available for this frame) The 22ED\* lens is perfect for very bright conditions with stray light and reflective surfaces such as water and sand. The 42 Enhanced Definition, the standard outdoor lens, is 20% brighter and perfect for sunny days giving the archer an "Unfair Advantage." The 58 High Contrast\* lens can be used for cloudy and rainy days. The high contrast filtration cuts through fog like a knife through butter. The 78 Enhanced Definition, sometimes referred to as the light bulb lens because it gives the impression of putting the lights back on when it's dark, is perfect for indoors or shooting at dusk, allowing the eye to make better use of the available light and reducing glare. With lenses that slide on and off using neodymium magnets, the Magneto boasts the fastest and easiest lens changing system available anywhere. Combined with it's unique filtrations, this set gives the athlete an unfair advantage and is sure to be the last pair of glasses you'll ever want to buy.

### LENS TECHNOLOGY

- VIVX Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Optical Clarity Double that of Polycarbonate
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Crystal Clear Lens-Front and Backside Multi-Layer Anti-Reflective Coatings
- Full Application of Proprietary Hydro-Pel Coatings

### KIT OPTION:

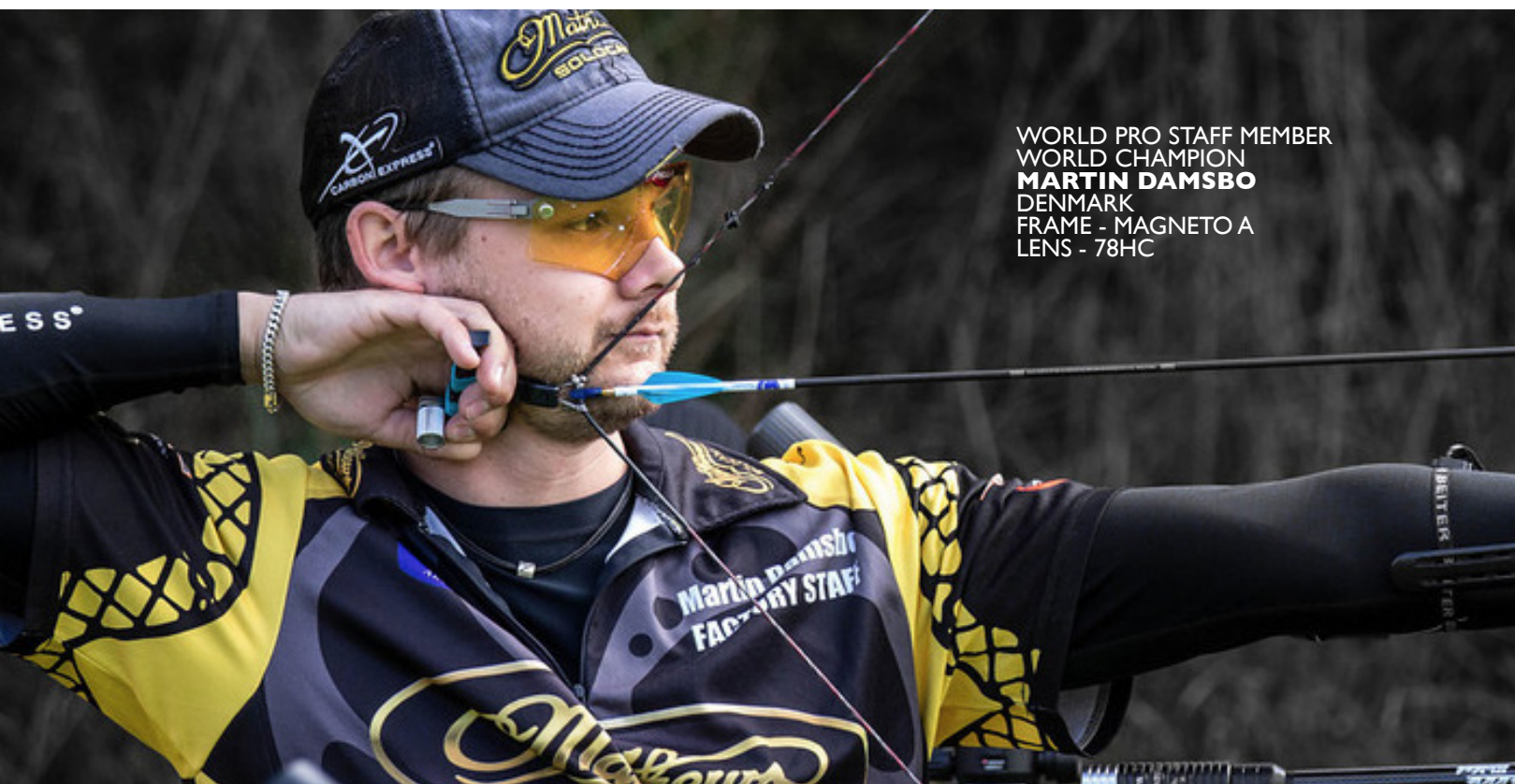
Available with 4 lenses of your choice.

### ARCHERY FILTRATION

- Direct Sun** - 22ED
- Medium Lighting** - 42ED
- Fog** - 58HC
- Low Light/Indoor** - 78HC
- Indoor** - 88ED



Magneto A : Cable Temple



WORLD PRO STAFF MEMBER  
WORLD CHAMPION  
**MARTIN DAMSBO**  
DENMARK  
FRAME - MAGNETO A  
LENS - 78HC



WORLD PRO STAFF MEMBER  
WORLD CHAMPION  
**IVANA BUDEN**  
CROATIA  
FRAME - 580 PRESCRIPTIVE  
LENS - 42ED

## 580A



### PRESCRIPTIVE SOLUTION

The 580 is a fully optimized prescriptive solution for the archer. lens system. Unique to this design is a visual experience not found in any dual lens frame styles. The nose architecture is built to sit on the face reducing the eyes perceptible awareness of the nose. So when the archer is looking across the bridge there is basically no interference. The frame is like a feather weighing just 1 ounce. The 580 integrates the same Pilla signature "fork" temple tip found in the Outlaw and Panther series which is made of a high performance rubber called "Megol". The 580 integrates a new lens anchoring system using "Shadow Boxing" on the lens edges. This open box design anchors the lenses and provides an extremely simple method of un-hooking the lens from the frame.

**580 LENS FILTRATION** - ALL PILLA ZEISS Archery Lens technologies are available in prescriptive solutions.

## 560A



**560A:** The Stainless steel frame can be formed to a customized fit. The forked ends are designed to wrap around and cradle the back of the head, reducing weight on the front and eliminating the need for a nose piece. The Snap-tech lens changing system comes standard, making lens changing as easy as it gets. The 2 lens kit comes with an indoor lens (also good for low light) and an outdoor lens. The 560 oversized lens allows for a completely unobstructed view across the nose bridge, making it the perfect archery glass. This also eliminates stray light coming from extreme angles.

### LENS TECHNOLOGY

- COLORTRAST Lenses Exceed All World Standards for Optics
- ZEISS Certified To Be Optical Perfect
- Optical Clarity Double that of Polycarbonate
- Enhanced High Definition Color Enhancement
- Refined Filtration for Maximum Visual Experience
- Superior Resolution in Lens Design
- Full Application of Proprietary Hydro-Pel Coatings

### ARCHERY FILTRATION

- Direct Sun** - 25CB
- Low Light/Indoor** - 70CY
- Indoor** - 85CY







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