

MEDIA CONTACT

Dave Simpson
Verde PR & Consulting
dave@verdepr.com
(970) 259-3555 ext. 2



OR employs TouchTec leather for most advanced glove compatibility with touch-screen devices

Sensor, Ambit gloves offer different models for all-around/active use, cold-weather activities

SEATTLE, Wash. – Touch-screen devices make many aspects of life more convenient – except for having take off your gloves in cold weather to answer the phone or adjust the volume on your media player. Enter TouchTec leather, which Outdoor Research is integrating into its glove line for the Fall 2011 season.

OR will employ TouchTec leather in the Sensor glove, a lighter glove for higher-aerobic activities and all-around use, and the Ambit Glove, designed for skiing or all-around use in colder conditions.

TouchTec leather greatly improves on existing technology that lets people use touch-screen devices while wearing gloves. Current technology employs metal integrated into the fingers of gloves to allow conductivity that allows the operation of touch-screen devices. TouchTec leather, however, allows conductivity through the leather itself. The advantages of that approach are many.

First, TouchTec leather allows for more natural use, because the leather can be wrapped around the sides of the glove rather than just being located on the tip of the finger. That's important because people often use the sides of their fingers in operating mobile devices. TouchTec leather is also warmer, since metal conducts heat through the material. In addition, it's easier on the glass screens of mobile devices. Finally, TouchTec leather allows the use of a lining on the palm, which is not possible with the current metal technology.

Sensor Glove (top) – 100-weight Radiant fleece is paired with a TouchTec leather palm to create a simple but extremely functional light glove that'll work for everything from a run to a hike or just around town. MotionWrap construction means minimal seams. Contoured wrist construction offers a more secure, snug fit. \$70.

Ambit Glove (bottom) – We've all seen it – someone on the lifts answering their iPhone with their nose, or – worse – their tongue. In some weather conditions, you just don't want to take your gloves off. The Ambit Glove solves that problem by using new TouchTec leather in the palm. Beyond TouchTec in the palm, the Ambit is a waterproof glove with 266-gram Enduraloft insulation that uses Ventia Dry construction, along with durable nylon



on the back of the hand and a ripstop gauntlet. A soft nose wipe on the thumb, MonoCinch gauntlet closure and removable Idiot Cord are among the details. \$99.

About Outdoor Research

Based in Seattle, Wash., Outdoor Research designs and manufactures functional solutions for human-powered adventure. Outdoor Research offers technically innovative and superior apparel, headwear, handwear, gaiters, storage and shelter systems. Product testing and high-quality construction is backed up with OR's Infinite Guarantee®. Outdoor Research enthusiastically supports the outstanding conservation, access, and educational efforts of a variety of organizations and encourages our customers to do the same. Outdoor Research – Designed by Adventure®.

- X X X -