

REGULATORS FORCE PROTECTIVE GOGGLES UPON KNOG EMPLOYEES



KNOG, LIGHT ACCESSORY DESIGN BRAND, HAS BEEN ACCUSED BY AUTHORITIES OF UNREGULATED EXPOSURE TO ULTRA-BRIGHT LIGHTS

Australian regulatory authorities have warned Knog that the design and development of ultra bright lights for various uses - cycling, iPhonography, action cameras and more - theoretically place their employees, especially the electronics engineers, at risk of eye damage.

The authorities only became aware of the increased risk to Knog specifically, after the Melbourne based design team released a swathe of new light products in July for the upcoming Northern Hemisphere winter season.

Their new video lights - the expose lights for smartphones and the qudos light for GoPro and DSLR - may look small, but they kick out extraordinary power. "How can anyone need this much light when filming?" a naive regulator commented when they saw the products.

In cycling there was the entry level range called POP, with 10x wild patterns and an attractive price tag. The Blinder MOB range of urban lights boast 5 different LED technologies with different beam and flash patterns. From Chips on Board to a gridded 16 LED array, two improved versions of it's previous 4 LED model, plus a single powerful LED, the Blinder MOB begins the trend of tailoring your accessory to your specific ride. Lastly, and the biggest culprits of the blinding conspiracy is Knog's performance range. The Blinder ROAD and particularly the Blinder ARC with its integrated USB port and now 640 lumens of blinding light. "That sort of light simply isn't acceptable and won't pass our Occupational Health and Safety standards" the same, anonymous, regulator pointed out.

Although no reported issues have been found with Knog's staff, the team have narrowed down the style of the goggles they are soon to adopt to the following three options.



For more information on these lights visit knog.com.au

**453 CHURCH STREET
RICHMOND VICTORIA 3121 AUSTRALIA
T. +61 3 9428 6352 F. +61 3 9428 6897
[HTTP://KNOG.COM.AU](http://knog.com.au)**