



Oakley | Meta HSTN: Packaging and Charging Case



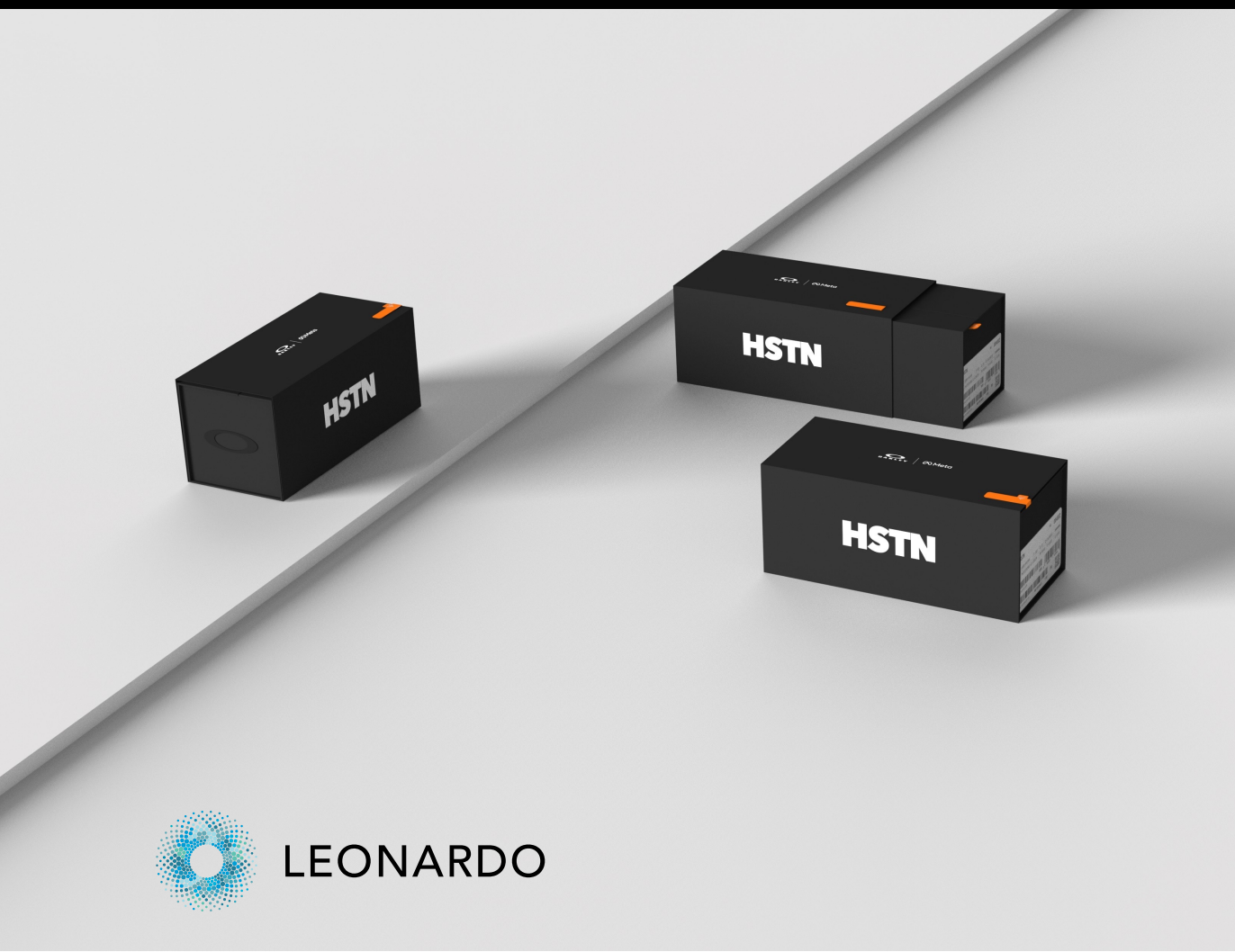
The Unboxing

With Oakley Meta HSTN, the experience starts with the box thanks to a smart packaging solution designed with sustainability in mind: a compact box engineered to reduce material usage and optimize transportation space, made from FSC-certified paper, featuring subtle printing and containing a minimal amount of plastic.

The new Oakley Meta box is all about simplicity, minimalism, and sustainability.

On the top, you'll find the Oakley Meta logo, which reinforces brand recognition and assures quality. One side of the box displays the style name, while all product information is printed on the label applied to the right side of the box. Legal information is located on the bottom, along with instructions on what the box contains and how to use the device.

To unfold the box is easy thanks to a single tear-strip.



Accessories

Inside the box the customer will find the following accessories:



1

Cleaning Cloth

The first thing your customers will find is a cloth to clean the glasses. It is made of 100% recycled polyester, and it is directly inserted into a section of the paper box.

2

Quick Start Guide

To help customers understand how the AI glasses work, a Quick Start Guide is provided with all the necessary information, including the initial setup process, charging instructions and details of all the features.

3

RX Card

If your customers are interested in Oakley Meta HSTN with prescription lenses, the RX Card provides helpful information. They can simply scan the QR code to learn more.

4

Safety and Warranty Booklet

On the box and in the Quick Start Guide, the customer will find the QR code to download the Meta AI App.

5

Charging Case

This case is the evolution of the classic Oakley case, featuring a next-gen look. Easy to store in bags, for example, or in the glove compartment. The case battery provides up to three days of use. Be sure to highlight to your customers that the charging system is located under the bridge of the frame.

To reduce waste, Oakley Meta AI glasses will be shipped without a USB-C charging cable.

Battery



∞ Meta

The battery and the run time are essential for customer satisfaction.

Oakley Meta HSTN guarantees customers a long runtime and a simple and functional way to carry and recharge the battery.

Allowing an extended charge throughout the day depending on use, Oakley Meta AI glasses battery allows customers to:



Capture and sync more than 25
x 60 second videos (or more
than 50 x 30 second videos)



Take more than 200 photos
on a single charge



Enjoy 5 hours of casual audio
consumption, such as voice
calls and podcasts

Hidden charging pins under the bridge allow vertical insertion into the charging case, while maintaining the shape of the frame and improving battery efficiency.

Charging Case and Storage

The case, which has the same design as the case used for standard Oakley glasses, is manufactured according to European Union guidelines to minimize the number of charger variants thanks to the USB-C port. It also allows customers to keep their glasses safe and secure while on the go.

Let's dive into the details:

Weight

The glasses and the case together weigh less than 200g.

Runtime

Get up to 8 of use on a single charge based on typical customer use (mixed-use), or up to 5 hours of continuous audio playback or voice calling. The sleek design fits easily in a back pocket or bag, and with a fully charged case, users can get up to an additional 48 hours of use on the go.

Frequency

Customers can regularly charge their glasses in the case without compromising the performance. A few data: 350 cycles, assuming a user charges their case twice a week for three years.

Charging Speed

The case charges quickly when connected to a USB port, and both the glasses and the case can be charged simultaneously. The charging case can recharge your glasses to 50% battery in just 20 minutes, or to 100% in about 75 minutes. The case itself charges from 0 to 50% in 90 minutes (with a 15W adapter), or takes about 3.5 hours for a full charge.

LED

When the case is empty, the LED indicates the battery level of the charging case: Green: fully charged; Yellow: not fully charged. When the glasses are inside the case, the LED shows the battery level of the glasses: Green: fully charged; Yellow: not fully charged.

All these features meet the following customer charging needs:

- **Availability:** The charging solution is available when needed, and the case has enough charges for a weekend trip.
- **Portability:** It is small enough to be carried and fits in a pocket or bag.
- **Charging Speed:** Designed for on-the-go use and active lifestyles.
- **Reliability:** When the customer places the glasses on the charging solution, they can have a high level of confidence and won't have to wonder if it will charge.
- **Intuition:** Reduces friction in the charging process to mimic the behavior of regular eyewear.
- **Protection:** The glasses are safe during transport.

Remember: The charging cable is not included with the glasses, helping to reduce input materials and waste.

Selling Tips



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1

Rechargeable AI glasses that offer up to 8 hours of use on a single charge and up to 48 hours when used with the fully charged case. They provide up to 5 hours of continuous audio playback or voice calling. The glasses charge to 80% in just 45 minutes, and you can quickly charge them to 50% in only 20 minutes when placed in the charging case.

"Did you know the charging case lasts up to 40 hours? It's perfect for a weekend getaway, no need to plug it in!"

2

Hidden charging pins under the bridge allow vertical insertion into the charging case, maintaining the shape of the frame and improving battery retention.

When explaining the charging case with customers, you could say:

"Charging the glasses is incredibly easy. Just place them in their charging case, and you're good to go."

3

The charging case is small enough to fit in a back pocket, a backpack, or a handbag.

When talking to customers about the case, you could say:

"Don't worry, the charging case won't take up much space. It's the same size as any other Oakley case."

4

Oakley Meta AI glasses are first and foremost glasses. They have been designed to give the wearer a pair of glasses that feel natural, with technology that does not interfere with functionality.

When explaining the technology behind the glasses to customers, you could say:

"Wearing a regular pair of Oakley and wearing Oakley Meta is the same, you won't even feel the difference. The technology is perfectly integrated into the design, with no compromise on weight or style"

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