



RAY-BAN | META SMART GLASSES BROCHURE

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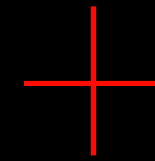
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RAY-BAN | META SMART GLASSES
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Ray-Ban

GIVE PEOPLE THE CONFIDENCE TO LIVE IN
THE MOMENT AS THEIR TRUEST SELVES.



∞ Meta

GIVE PEOPLE THE POWER TO BUILD COMMUNITY
AND BRING THE WORLD CLOSER TOGETHER.

THE NEXT GENERATION OF SMART GLASSES

In 2021 Ray-Ban Stories redefined the smart glasses category – from novel accessory to most-wanted fashion tech.

The glasses introduced a new way to capture, share and listen, freeing users from their phone screens and allowing them to stay in the moment.

With the launch of the Ray-Ban Meta smart glasses collection we continue building on the strength of a partnership that unites iconic style and legendary technology.

For our second generation of smart glasses, every feature has been enhanced and streamlined so that customers can connect and share without limits. The frame weight has been reduced for easy, all-day wear.



TARGET CUSTOMER / MARKETING MUSE

"THE MAIN CHARACTER"

- IT'S ALL ABOUT SEEING THE WORLD THROUGH THEIR EYES.
- MAIN CHARACTERS ARE THOSE WHO WRITE THEIR STORY ONE NEW EXPERIENCE AND CONNECTION AT A TIME.
- THEY EXPERIENCE EVERYTHING THROUGH THE LENS OF THEIR UNIQUE PERSPECTIVE AND STYLE.
- THEY LIVE NOT JUST FOR THE THRILL OF THE MOMENT...
- ...BUT TO CREATE THE BEST, TRUEST EXPRESSION OF WHO THEY ARE.



PRODUCT FEATURES

PRODUCT PILLARS

ICONIC DESIGN + NEW STYLE

2 styles // Multiple SKUs



STREAMLINED CHARGING CASE

Up to four hours of battery, plus a portable charging case with up to 8 charges, means you can focus on your day without interruption

4 hours battery life on full charge
+ additional 8 charges in case
= 36 hours total



META VIEW COMPANION APP

Enhance the experience of your glasses. Pair multiple glasses to your phone, discover key features via a new Home tab, and easily share content with friends



KEY FEATURES



LISTEN

Discreet open-ear speakers let you enjoy rich audio quality, music and calls, while keeping you connected to the world around you.



CALL

Make calls and send messages on your smartphone, Whatsapp, Messenger and SMS, completely hands-free – simply by using voice commands.



CAPTURE

Capture your unique perspective with the new ultra-wide 12 MP camera and five-mic system.



LIVESTREAM

Share your unique view of special moments by livestreaming them through your glasses to Instagram and Facebook.



AI*

Spark your creativity, get information and control your glasses with your voice - powered by Meta AI.

* Only available in the US, with voice commands in English

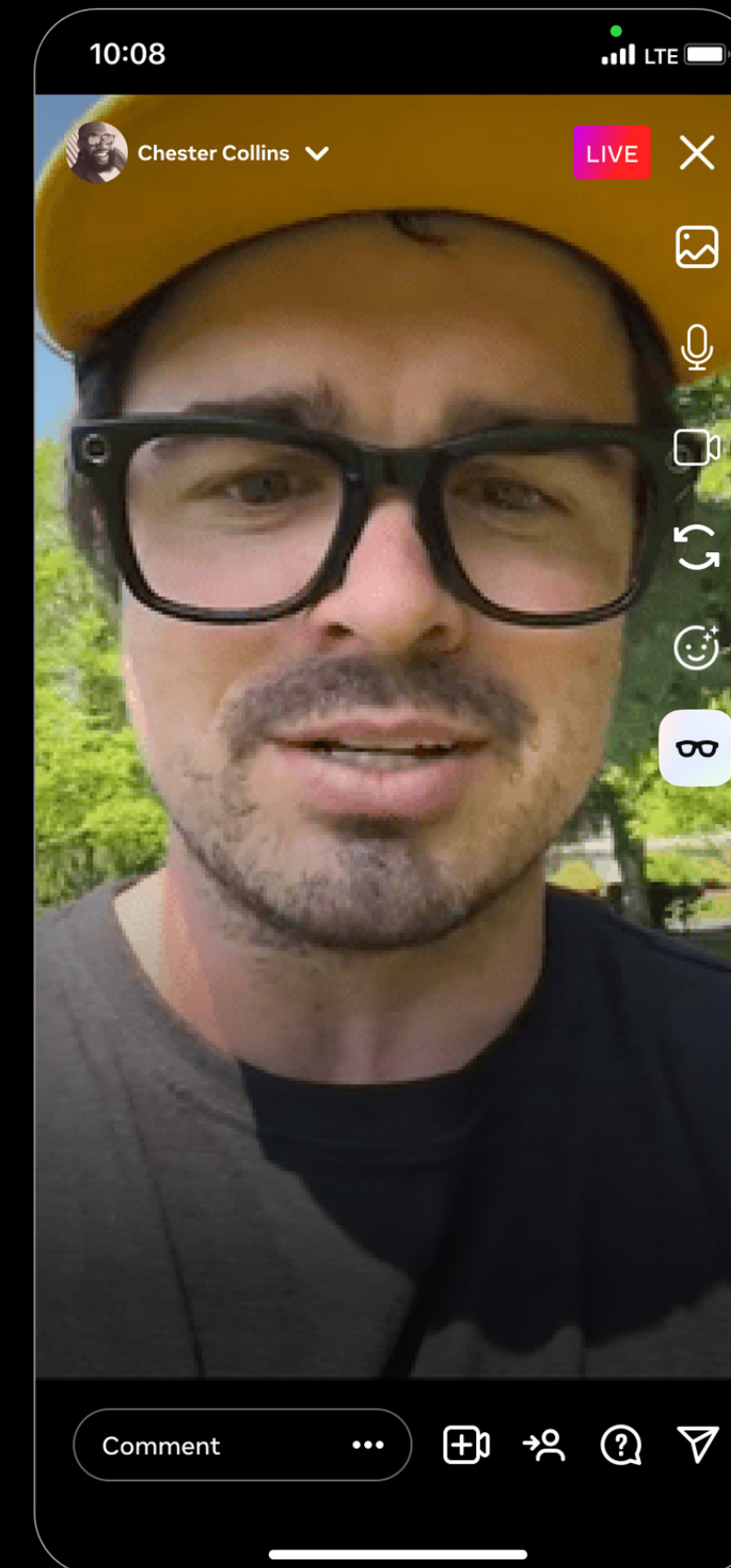
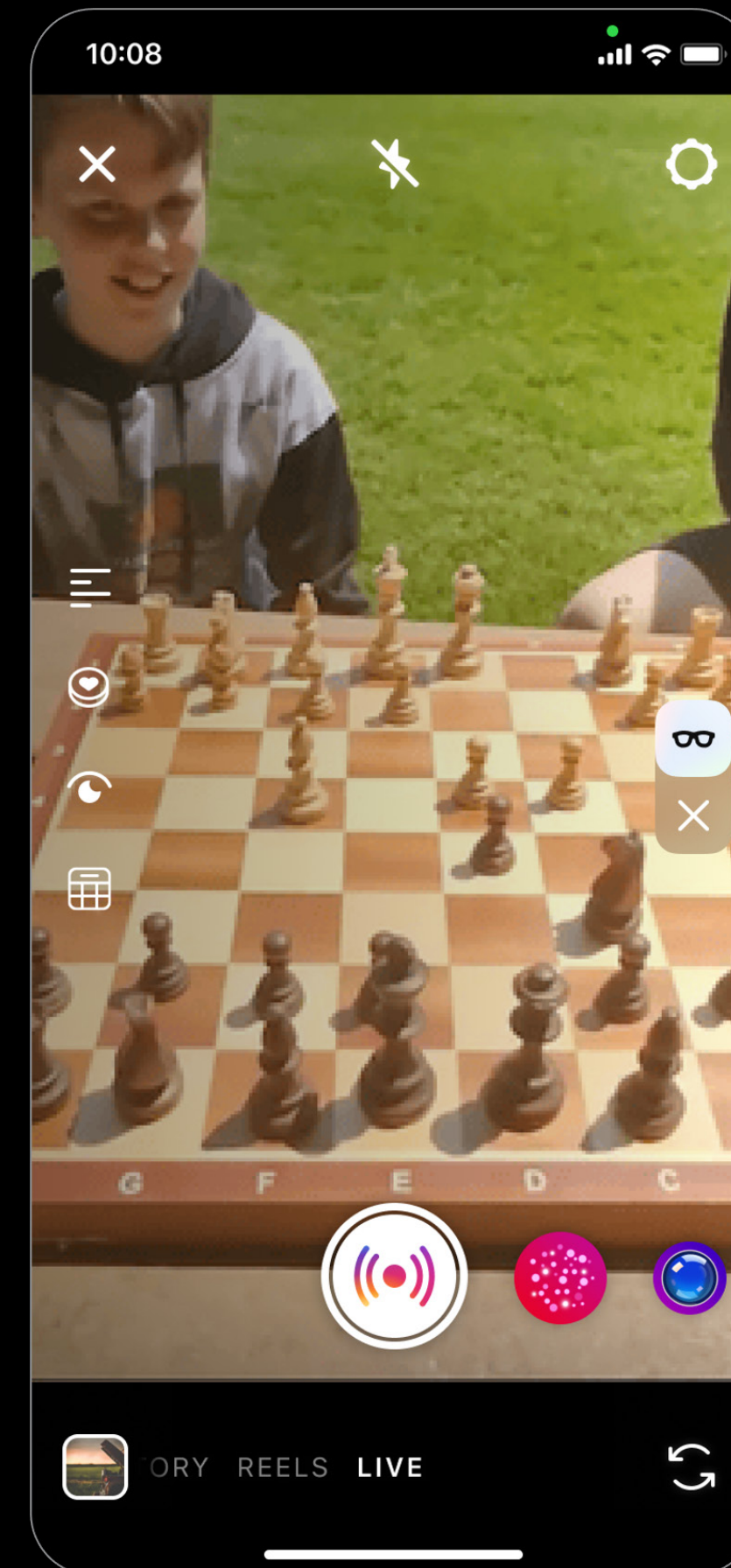
LIVESTREAM

DIRECT TO INSTAGRAM AND FACEBOOK:

Choose to livestream directly from your glasses to Instagram and Facebook and share the moments that matter, with the people who do. Seamlessly switch between your glasses and phone cameras while sharing your unique POV - live through your eyes.

KEY SPECS:

- Native integration with Instagram and Facebook Live, enabling creators to have a simple setup to stream a hands-free POV with their audience.
- When Live, simply double-press capture button to toggle between Smart Glasses Camera and phone camera.
- Streamers will be able to check recent audience comments with a 'tap and hold' gesture on the touchpad of the glasses. This lets users know when their first viewer is watching their stream.
- Phone and glasses will also give informative status of glasses (thermal, battery, connectivity).



META AI*

SPARK CREATIVITY, GET INFORMATION
AND CONTROL FEATURES WITH YOUR VOICE
- JUST ASK META AI SO YOU DON'T MISS A BEAT.

GET INFORMATION

Hey Meta, I am grilling scallops,
corn on the cob and burgers. How
long should I cook each of them?"

"Hey Meta, how do I wash finger
paint off walls?"

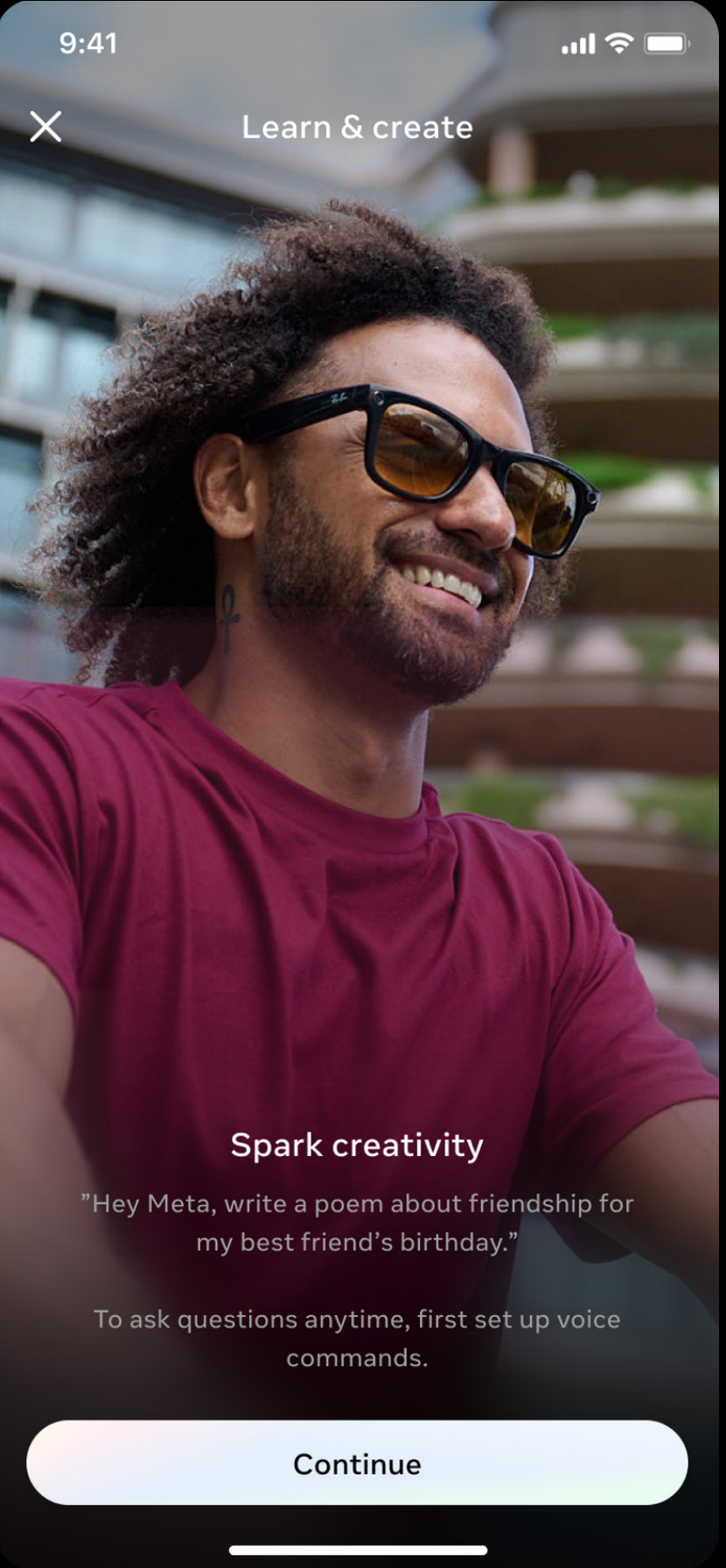
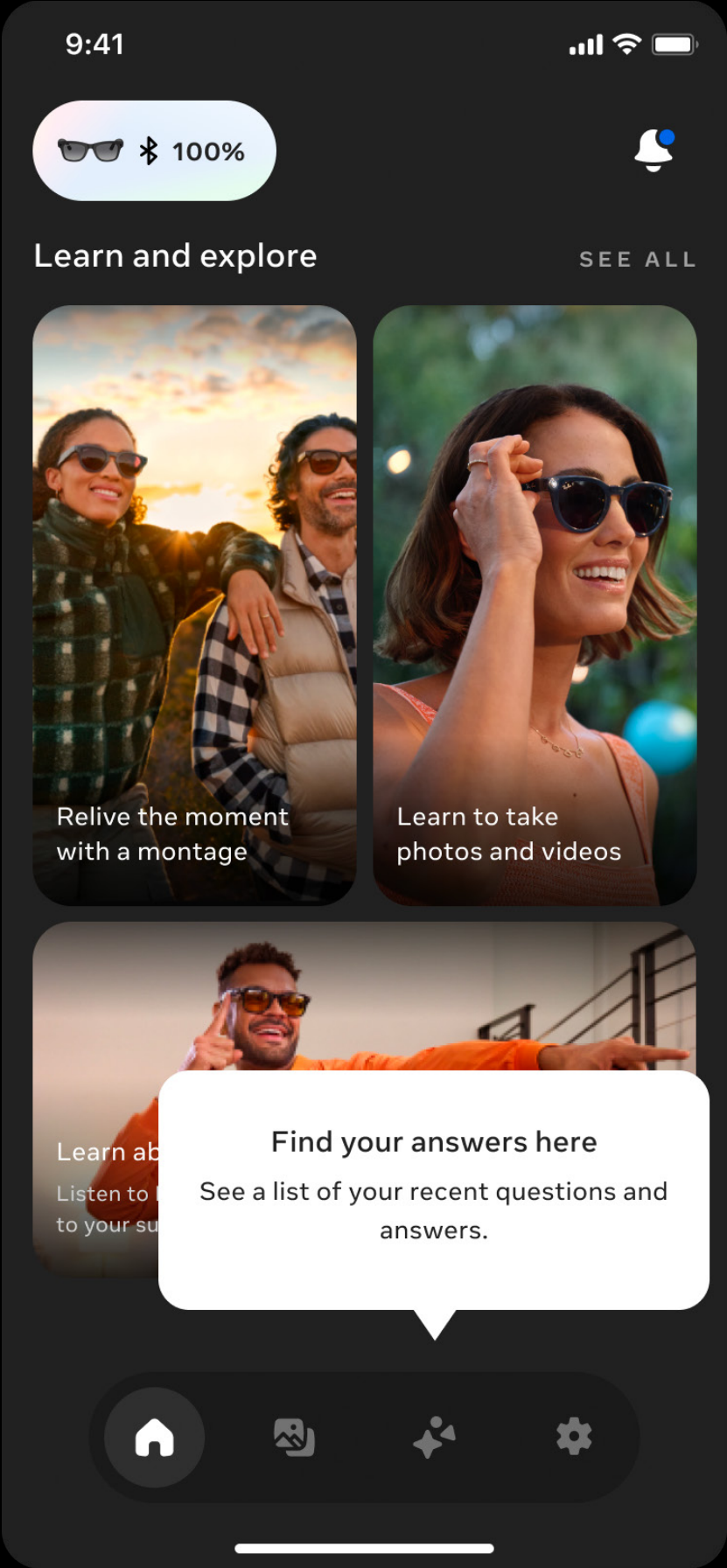
SPARK CREATIVITY

Write a rap about cats in hip hop
style...now send it to Matt
What's a fun summer drink to make
with mint that isn't too sweet?

*Only available in the US,
with voice commands in English

CONTROL YOUR FEATURES

Take a photo
Call Elena
Share that photo with Anna



META AI*

DISCOVER VOICE-ACTIVATED META AI
AND HOW TO USE IT ON YOUR GLASSES.

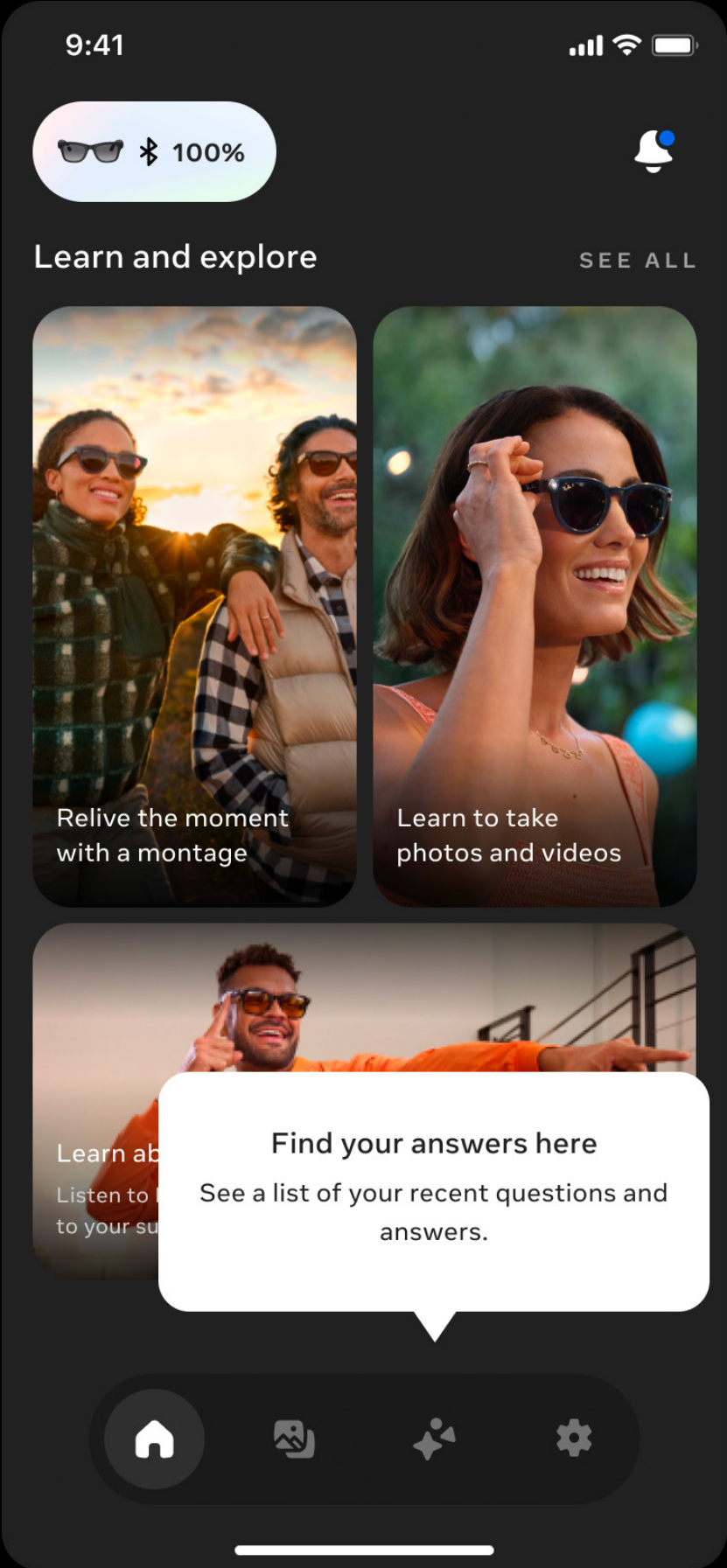
A new home experience to welcome users to Meta AI, with tooltips and a chat transcript tab to help them better use Meta AI on their glasses.

META AI TAB

Enable users to see and interact with a history of responses from Meta AI so they can:

- refer back to things they heard to better understand and remember them.
- (e.g. interesting information or translations).
- use information in the moment (e.g. ingredients in a recipe when shopping).
- share a response with others (e.g. funny or entertaining responses).
- report inaccurate content.

*Only available in the US, with voice commands in English



LISTEN

OPEN EAR-AUDIO

Hear your favorite tracks in all their glory through high-quality speakers with extended bass and rich audio. Catch every word with superior call quality. Know it's for your ears only, thanks to improved directional audio.

GET STRAIGHT TO YOUR MUSIC WITH SPOTIFY TAP™. ENJOY YOUR FAVORITE TUNES, WITHOUT TAKING OUT YOUR PHONE. SIMPLY TAP YOUR GLASSES TO PLAY, PAUSE, ADJUST VOLUME AND MORE.

CONTROL PLAYBACK

TAP ONCE TO PLAY OR PAUSE
DOUBLE-TAP TO SKIP FORWARD
TRIPLE TAP TO SKIP BACKWARDS
SAY "HEY META, PAUSE" OR "...NEXT"



ADJUST VOLUME

SWIPE FORWARD TO TURN UP THE VOLUME
SWIPE BACK TO TURN DOWN THE VOLUME
SAY "HEY META, VOLUME UP" OR "...VOLUME DOWN"



MANAGE CALLS

DOUBLE-TAP TO ANSWER
DOUBLE-TAP TO END
TAP AND HOLD TO REJECT



CAPTURE

BUILT-IN HD CAMERA

Capture exactly what you see and hear with Ray-Ban Meta smart glasses’ new ultra-wide 12 MP camera and five-mic system. Take high-quality photos and immersive videos and livestream it all to Facebook and Instagram, so that everyone can experience your unique view of the world.

*Only available in the US,
with voice commands in English

CAPTURE BUTTON

PRESS ONCE TO TAKE A PHOTO
PRESS AND HOLD TO START RECORDING
PRESS AGAIN TO STOP RECORDING



HANDS-FREE CAPTURE

SAY “HEY META” FOLLOWED
BY A COMMAND (E.G. “TAKE A PHOTO”)
FOR A HANDS-FREE CAPTURE

Voice commands are available in FR, IT, EN

NB: Meta AI* assistance must be wake-word enabled for voice command within the app. Alternatively, you can tap and hold to activate voice command(s).



SHARE PHOTOS

DIRECT TO YOUR FRIENDS ON WHATSAPP,
MESSENGER, AND YOUR PHONE

Leave your phone in your pocket and share your moment on the go! Now you can send photos* to your friends on Messenger, WhatsApp, and Google Messages directly from your Ray-Ban Meta smart glasses using just your voice.

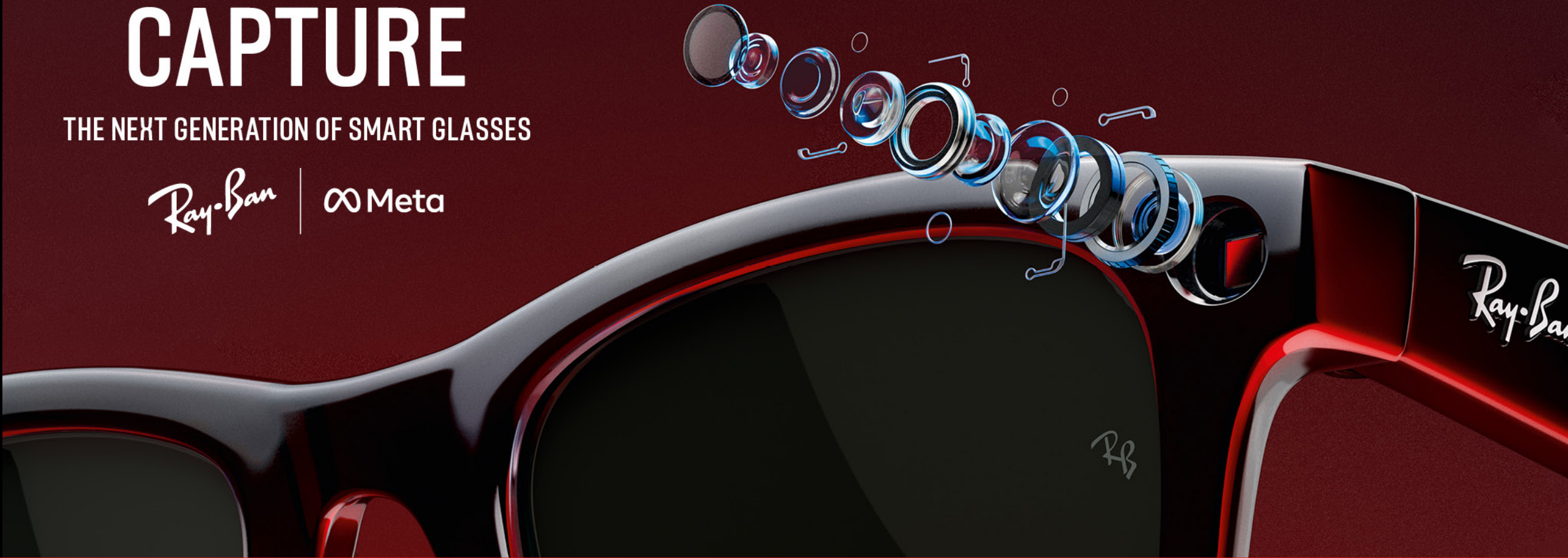
KEY SPECS:

- Say “Hey Meta, send photo to [friend or group chat] on Messenger/WhatsApp”.
- Your glasses will ask for confirmation to make sure Meta AI got the right name and platform.
- Your media will be delivered almost instantly.
- *In the case of iOS iMessage, a message with photo will be drafted, but you’ll need to go to iMessage on your phone and tap “send.”.



CAPTURE

THE NEXT GENERATION OF SMART GLASSES



CALL

ON WHATSAPP, MESSENGER,
AND YOUR PHONE

No more stopping to answer your phone. Make calls and send messages on WhatsApp, Messenger and your phone, completely hands-free – simply by using voice commands*.

KEY SPECS:

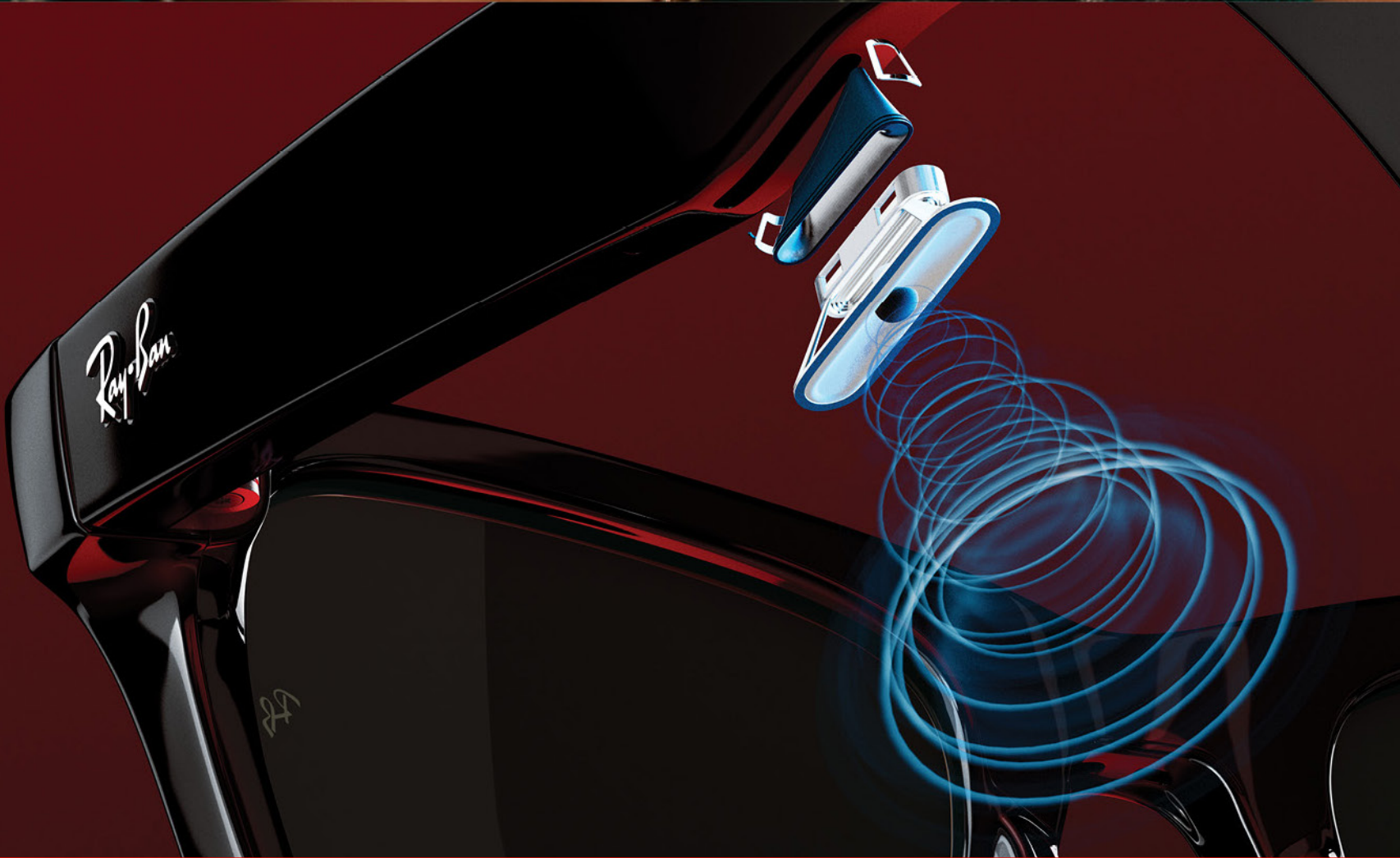
- Just say “Hey Meta, call Jane” or “Hey Meta, call John on Messenger”.
 - When your phone is ringing, say “Hey Meta, answer”.
 - Works with Messenger, WhatsApp, and your phone.
 - Strategically placed nose mic and front temple mics enhance voice clarity during calls.
- Custom-built speakers provide greater clarity during calls with for improved directional audio and less audio leak.

*Voice features available in English, Italian, and French. Select voice features available only in English.



CALL

THE NEXT GENERATION OF SMART GLASSES



CAMERA TECH SPECS:

TECH SPECS

Superior camera quality
with a 12MP ultra-wide camera
Photo res. 3024x4032 Portrait
orientation for increased vertical
FOV and easy sharing

Video res. 1440 x 1920 pixels
@ 30fps
Video capture up to 60s

Field of View: DFOV 99°, VFOV
87°, HFOV 68°
Auto adjusts to the light for
consistently high quality images

32 GB provides space for 500+
photos and 50+ videos, locally
stored on your glasses and ready
for convenient importing
into the app.

PRIVACY

The Capture LED lets other
people know when you're
capturing content or going Live.
If the Capture LED is covered,
you'll be notified to clear it.



AUDIO TECH SPECS:

TECH SPECS AUDIO

2x Custom-built speakers
(open ear) Speakers
5x Digital microphones array
to capture Spatial Audio
76.1dB(C), 50% louder and 2x
more bass
Spotify Tap for easier access
to all your favorite songs.

WIRELESS CONNECTIVITY

Bluetooth 5.3
Wi-Fi 6



FAQ

1

HOW LONG DO FULLY CHARGED GLASSES LAST?

Up to four hours with a single charge and up to 36 hours with a fully charged case. A fully charged case has up to 32 hours of charge. The number of hours varies according to how you're using the features.

2

ARE MY RAY-BAN META SMART GLASSES WATERPROOF?

Ray-Ban Meta smart glasses are IPX4 water resistant. IPX4 rating means your glasses are safe even if you get caught in light rain while wearing them. Simply remove the glasses as soon as you can, wipe them completely dry and you're good to go.

The Product is not designed to resist submersion or extended exposure to water or other liquids. In case of water exposure, dry the Product thoroughly and clear the charging areas of residue or other debris.

3

HOW DO I OPERATE THE CAMERA IN LOW LIGHT OR MOTION CONDITIONS?

The 12MP camera automatically adjusts to your environment for consistently high quality photo and video captures.



RAY-BAN | META STYLES

WAYFARER STYLE

An icon of style from Hollywood to hip-hop, the Wayfarer never stands still. Forever embraced by the next generation of culture makers, now its journey continues with AI-enhanced wearable tech. Ray-Ban Meta Wayfarer smart glasses enable you to live in the moment and share how you see the world. Listen, call, capture and livestream features are seamlessly integrated within the classic frame – so you can stay connected to the world around you.



HEADLINER STYLE

With Ray-Ban Meta Headliner smart glasses you can express yourself with the most unique perspective there is – yours. Integrated with AI-enhanced wearable tech, the lightweight frame enables you to listen, call, capture and livestream, all while staying present in the moment. The Headliner panthos shape is a hybrid of the Wayfarer and the Round, bringing together the best of two icons.



COLLECTION ARCHITECTURE

WAYFARER WAYFARER L

SHINY BLACK



CLEAR

MATTE BLACK



TRANSITIONS G15
GREEN

SHINY CARAMEL



POLARIZED BROWN

MATTE JEANS



POLARIZED DUSTY
BLUE

SHINY JEANS

—

SHINY REBEL BLACK



AMBER

MATTE REBEL BLACK

—



G15 GREEN



POLARIZED GRADIENT
GRAPHITE

—

—

—

—

—

HEADLINER



CLEAR



TRANSITIONS GRAY



TEAL BLUE

—



POLARIZED
DUSTY RED

—



POLARIZED BROWN



POLARIZED G15
GREEN



CHARCOAL BLACK

—

—

—

—

—

FAQ

1

CAN I BOOK AN APPOINTMENT TO DISCOVER RAY-BAN META COLLECTION IN STORE?

You can book an appointment at select stores where the Ray-Ban Meta collection is available. The store team will guide you through the complete experience with our dedicated interactive app. Begin at our store locator to find your nearest store and book an appointment for Ray-Ban Meta smart glasses.

2

WHERE CAN I BUY RAY-BAN META SMART GLASSES?

You can buy Ray-Ban Meta smart glasses on Ray-Ban.com, at official Ray-Ban stores and from certified Ray-Ban dealers (online & in store). Currently they're available for purchase in the United States, Canada, United Kingdom, Ireland, Austria, Belgium, France, Italy, Spain, Germany, Finland, Norway, Denmark, Sweden and Australia. They are also available in select markets via the Meta website.

3

HOW DO I OPEN A WARRANTY RETURN REQUEST?

Returns are rare for Ray-Ban Meta smart glasses, but if you think your smart glasses are defective and the return timeframe has expired you can open a warranty claim for a repair or replacement. To open a claim you'll need your product serial number and proof of purchase. The warranty is only valid for one or two years from purchase, based on the country of purchase.



CHARGING CASE & PACKAGING

CHARGING CASE OVERVIEW



CHARGING CASE BATTERY

BATTERY

Built-in rechargeable lithium-ion battery

Charges with USB-C Charging Cable*

*Not included in packaging

A fully charged case provides 8 additional frame charges:

* Fully charge your case to 100% in 3.5 hours

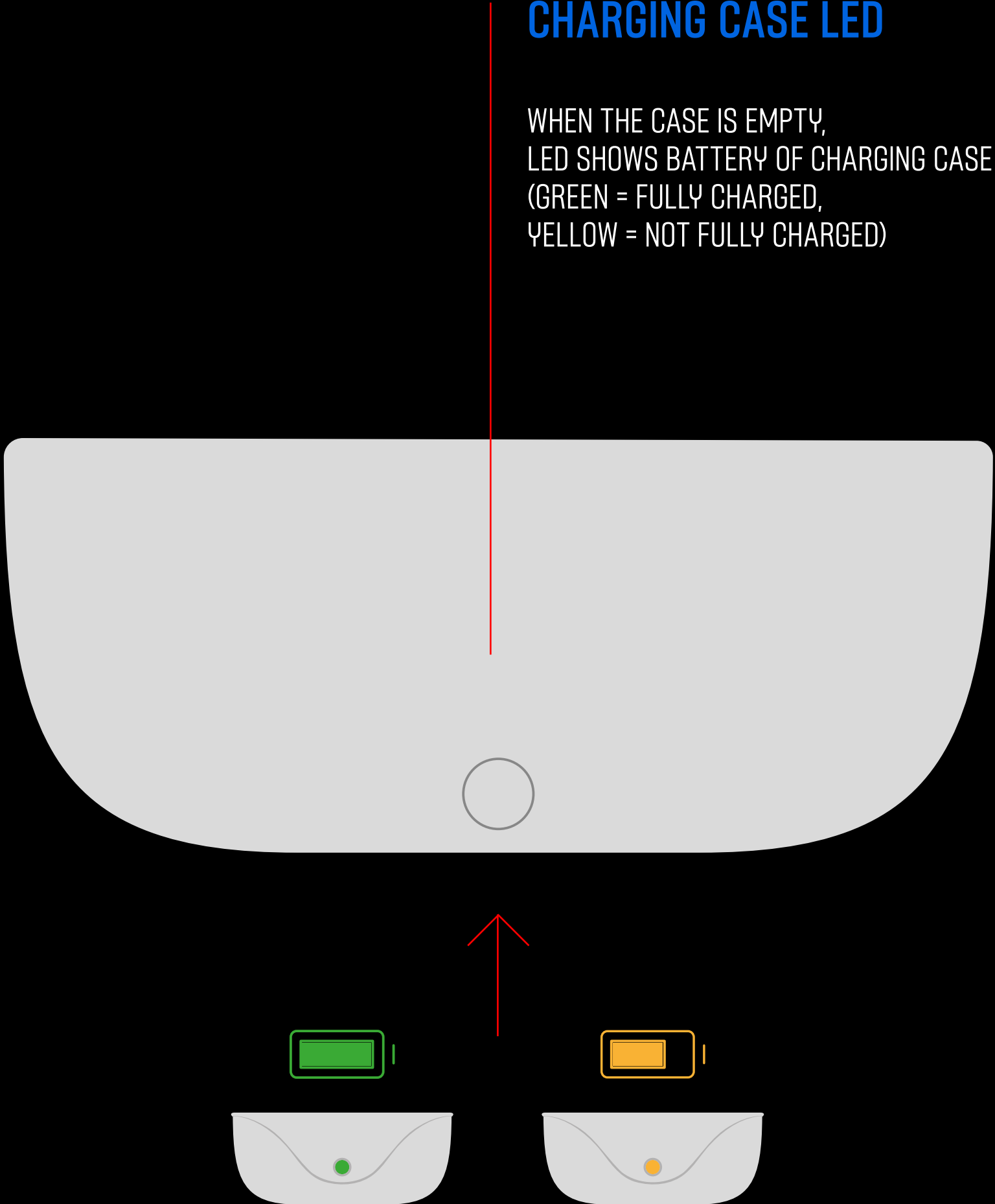
* Quick charge your case to 50% in 90 minutes

CHARGING CASE LED

WHEN THE CASE IS EMPTY,
LED SHOWS BATTERY OF CHARGING CASE
(GREEN = FULLY CHARGED,
YELLOW = NOT FULLY CHARGED)

WHEN THE GLASSES ARE INSIDE,
LED SHOWS BATTERY OF GLASSES
(GREEN = FULLY CHARGED,
YELLOW = NOT FULLY CHARGED)

Up to four hours of battery life, plus a sleek, portable charging case - which provides up to eight more charges on the go - means you can focus on your day without interruption. The slim case fits in your back-pocket or bag, while smart charging preserves and extends your battery life.



PACKAGING

RAY-BAN I META COMES WITH THE FOLLOWING ACCESSORIES AND USER MANUALS:

- CHARGING CASE*
- CLEANING CLOTH
- QUICK START GUIDE
- SAFETY & WARRANTY GUIDE
- QR CODE TO ORDER PRESCRIPTION LENSES

*To reduce waste, Ray-Ban Meta collection will be shipped without a USB-C charging cable.



FAQ

1

CAN I ORDER A REPLACEMENT CHARGING CASE?

Yes, replacement cases are available for purchase through the Ray-Ban assistance portal. You'll need to create an account if you don't already have one. Once logged as a registered user, select Buy Replacement Parts and enter your Ray-Ban Meta model code to ensure the correct charging case is purchased. Replacements are currently limited to one case per order.

2

HOW LONG DOES IT TAKE TO CHARGE MY GLASSES?

You can fully charge the glasses to 100% in approximately 75 minutes in the charging case. You can quickly charge the glasses to 50% in 22 minutes in the charging case.

3

CAN I REPLACE THE BATTERY IN MY GLASSES OR CHARGING CASE?

No, it's not possible to replace the embedded battery inside the glasses or charging case.



META VIEW APP

META VIEW APP

ENHANCE THE EXPERIENCE OF YOUR GLASSES

Our improved companion app enhances the experience of your glasses. You can pair two pairs of glasses to your phone, and manage them in one place. Take an interactive tour and discover key features via a new Home tab. Add special effects to content, and easily share with friends.

1. LOGIN

Use your meta account to log in to the app

2. BLUETOOTH CONNECTION + PAIRING + UPDATING

Follow the step-by-step process to pair your glasses with bluetooth and install the updates (if any)

3. META AI AND VOICE SETUP

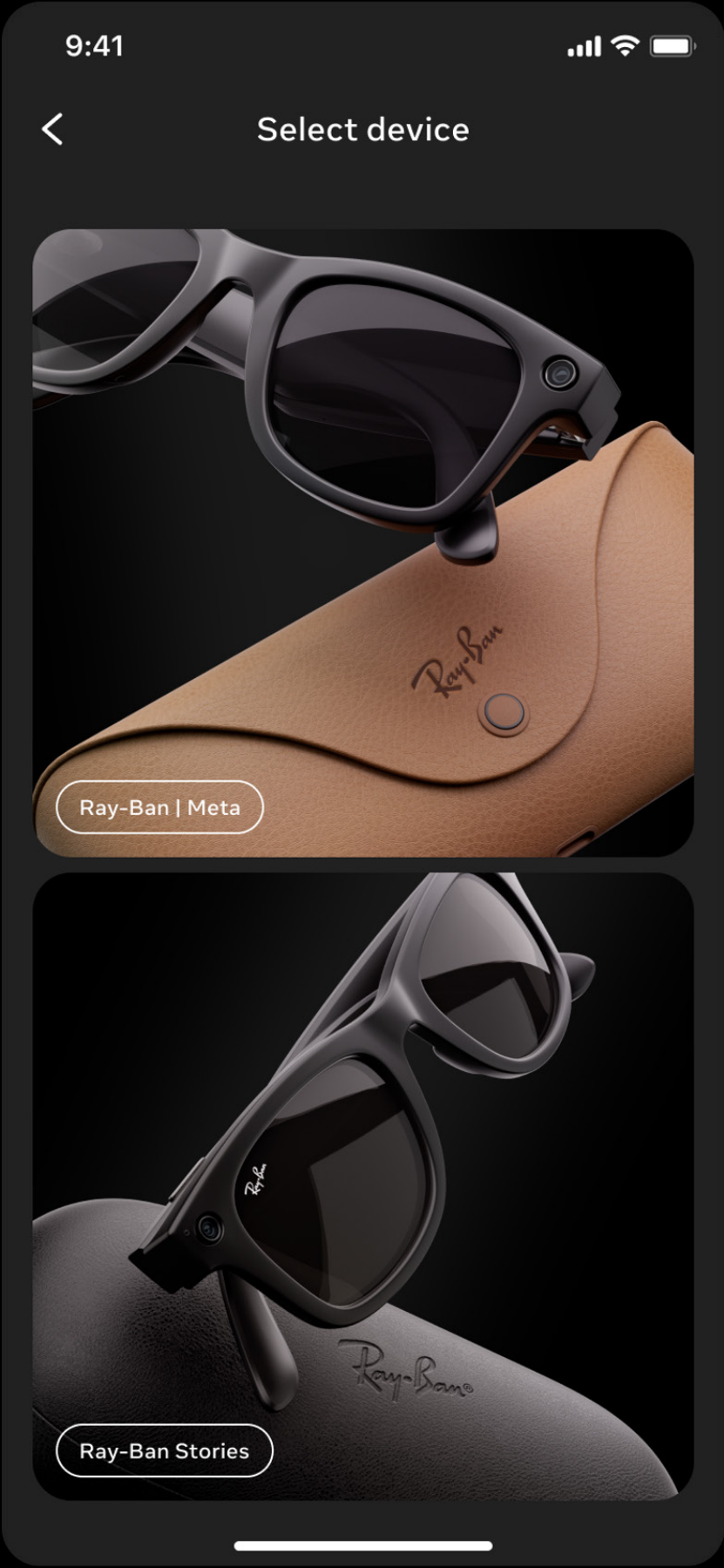
Set up Facebook Assistant and activate “Hey Meta” wake word

4. PRODUCT TOUR

Learn how to use Ray-Ban Meta smart glasses

5. PRIVACY CONTROLS

Manage your privacy settings and choose what information you share



META VIEW APP

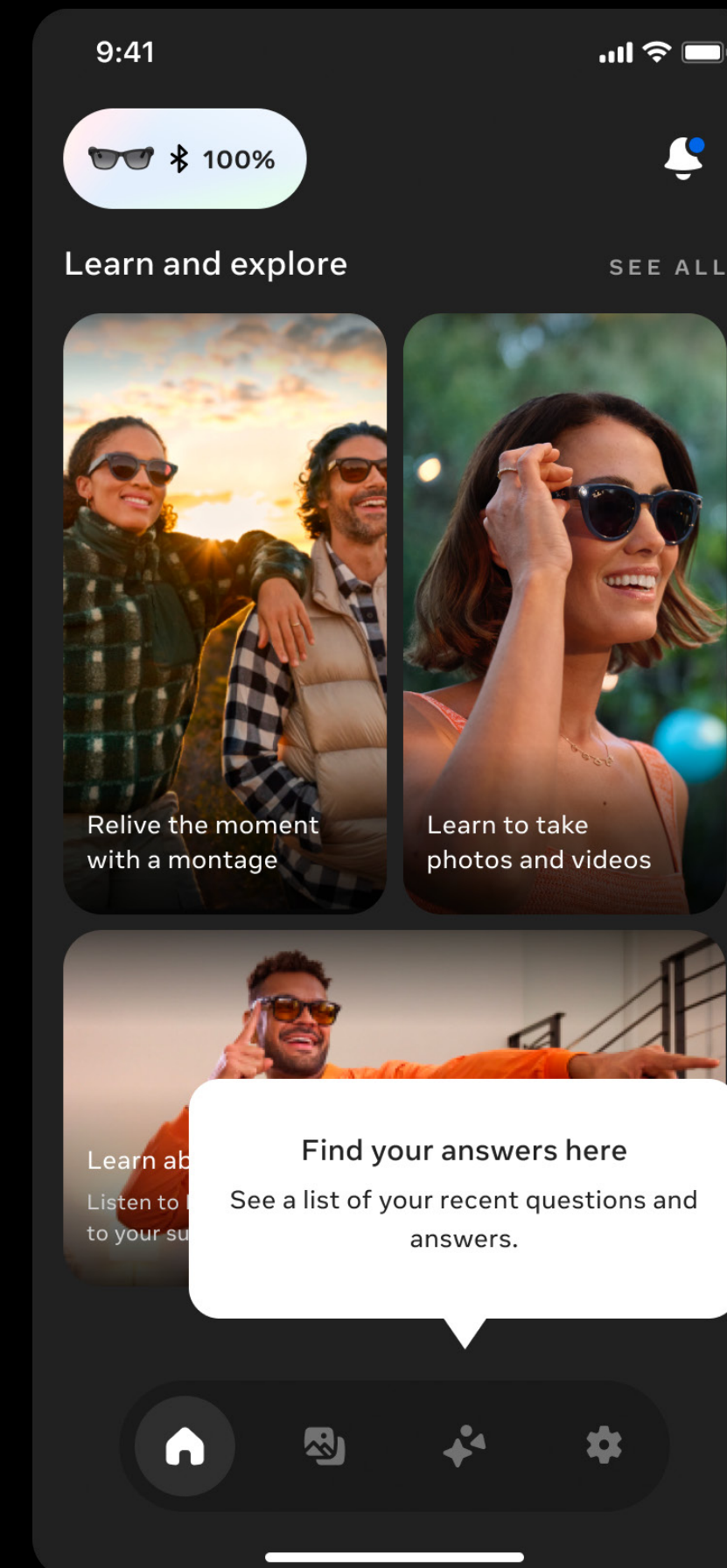
ENHANCE THE EXPERIENCE OF YOUR GLASSES

1. HOME

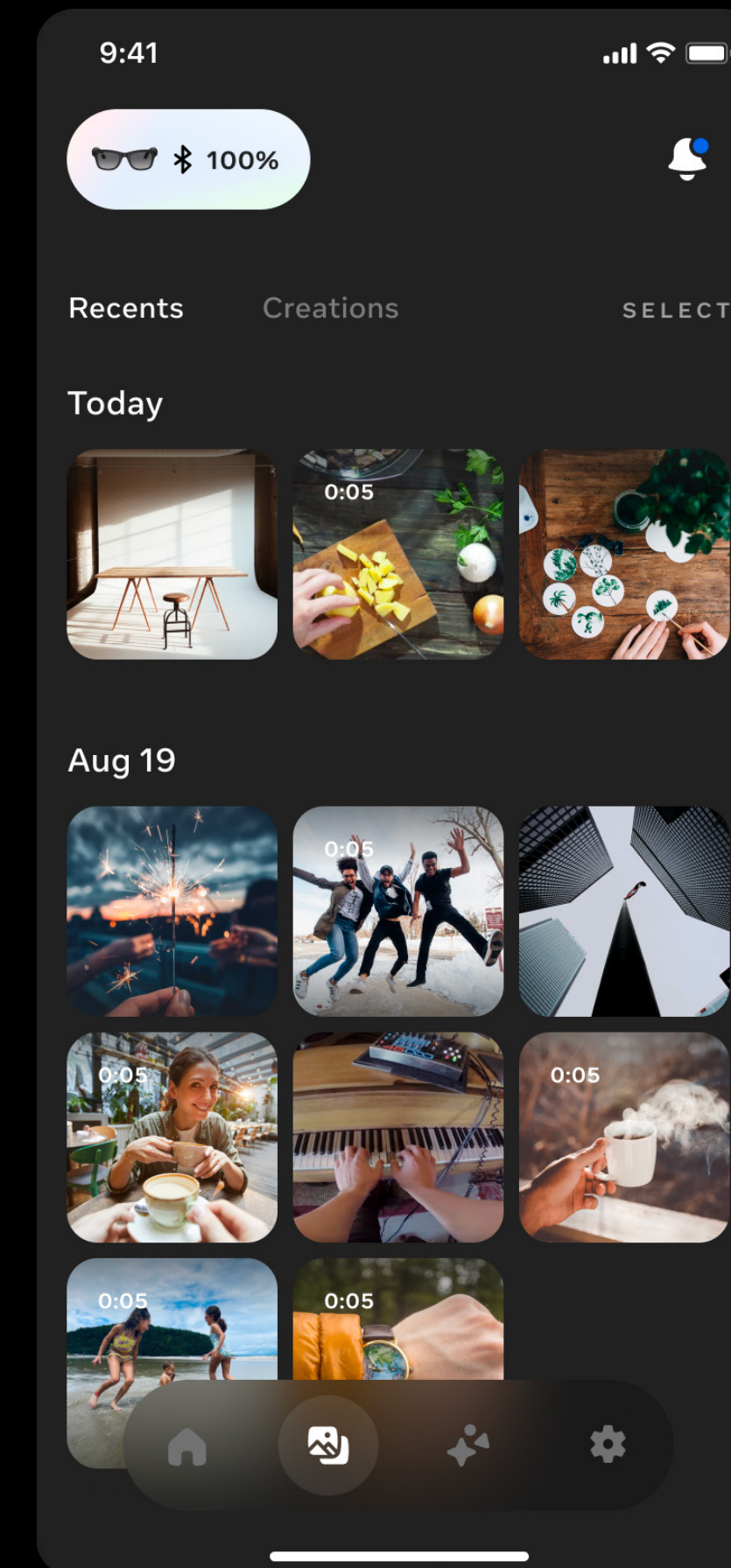
Landing page that helps users see the device status, take action (e.g import pictures, videos) and discover the latest features

2. GALLERY

View and share imported media from the glasses, create and see montages, ai-powered creations



1



2

META VIEW APP

ENHANCE THE EXPERIENCE OF YOUR GLASSES

3. SETTINGS

Easily manage and customize your account, app, and device options

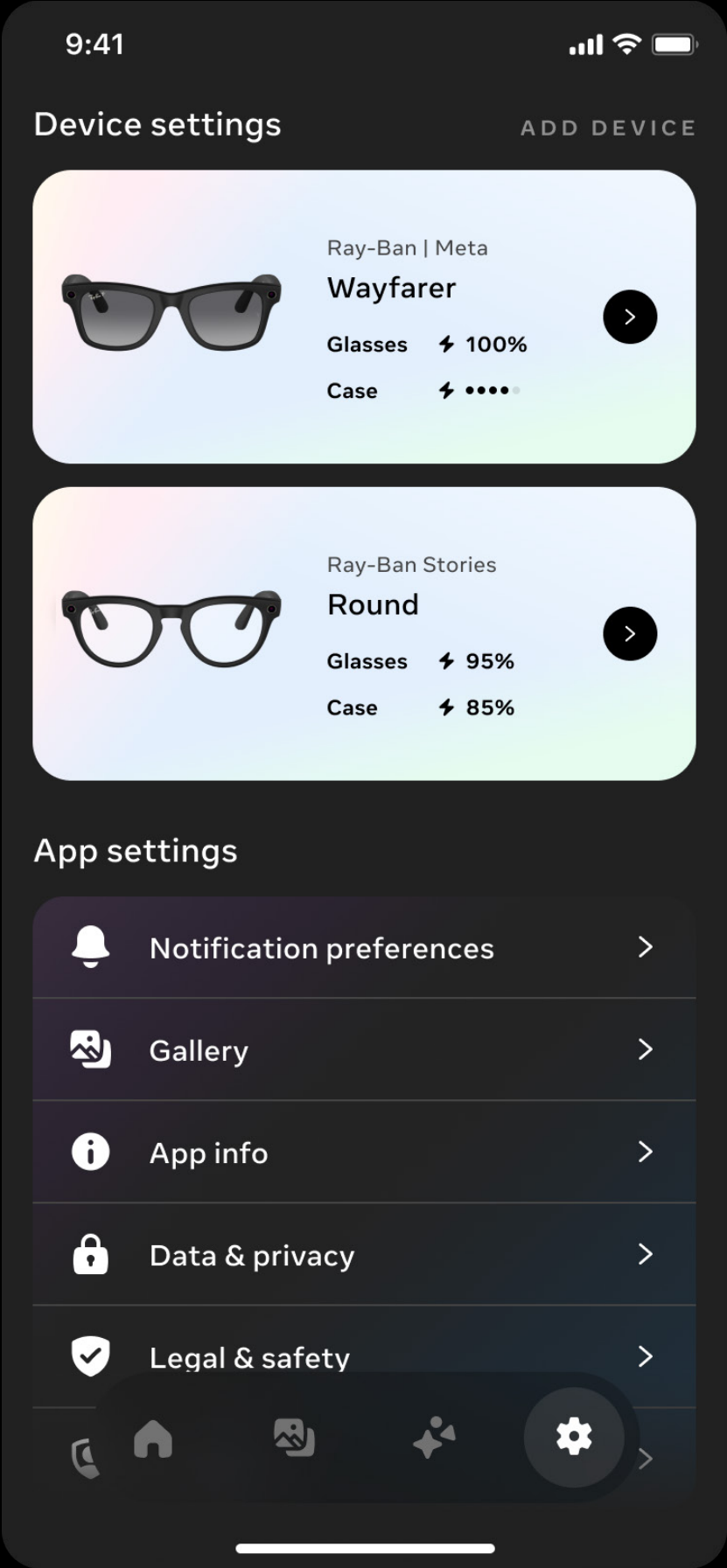
4. MULTI-DEVICE SUPPORT

Pair multiple smart glasses* to your phone, and manage them in one place

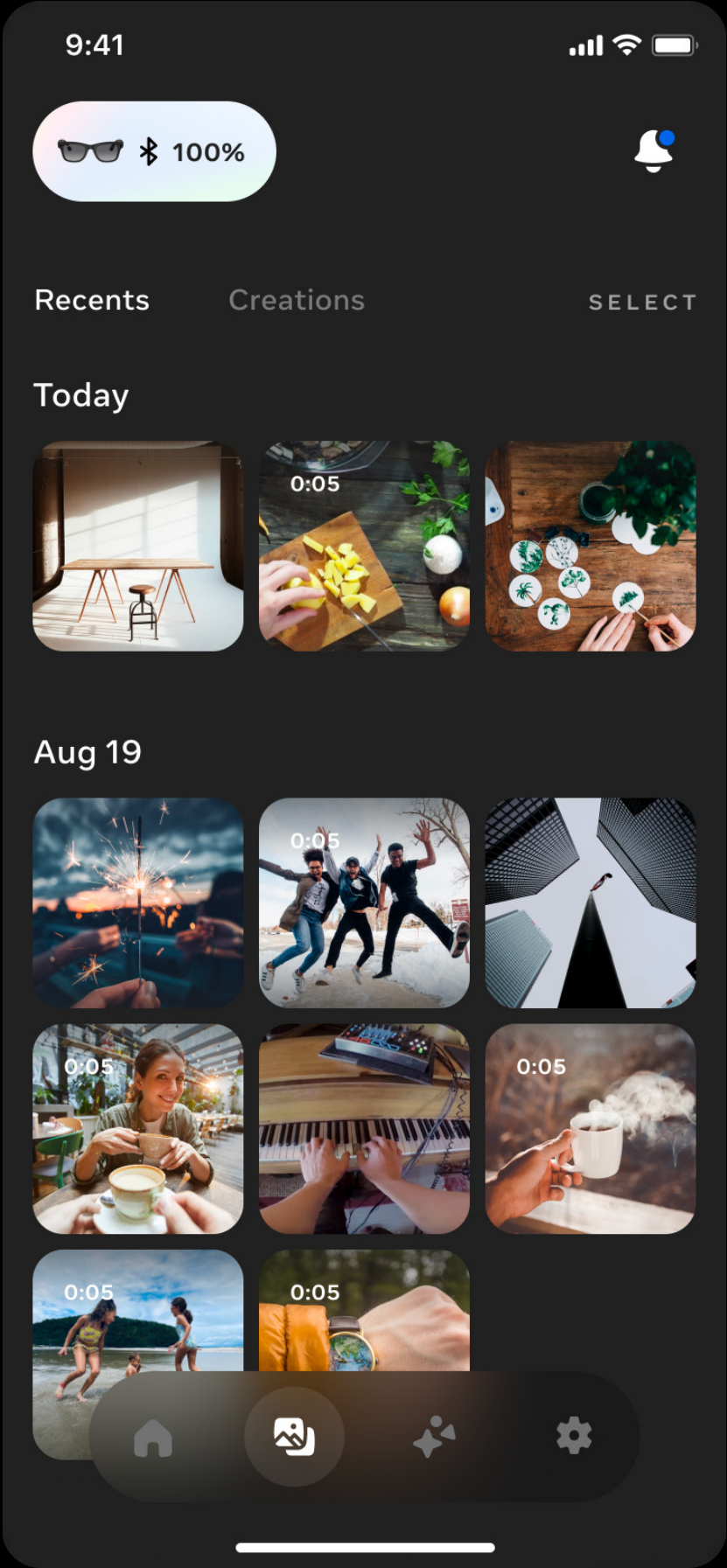
5. CHATBOT TRANSCRIPT

Refer to chat history with Meta AI, and to report inaccurate content

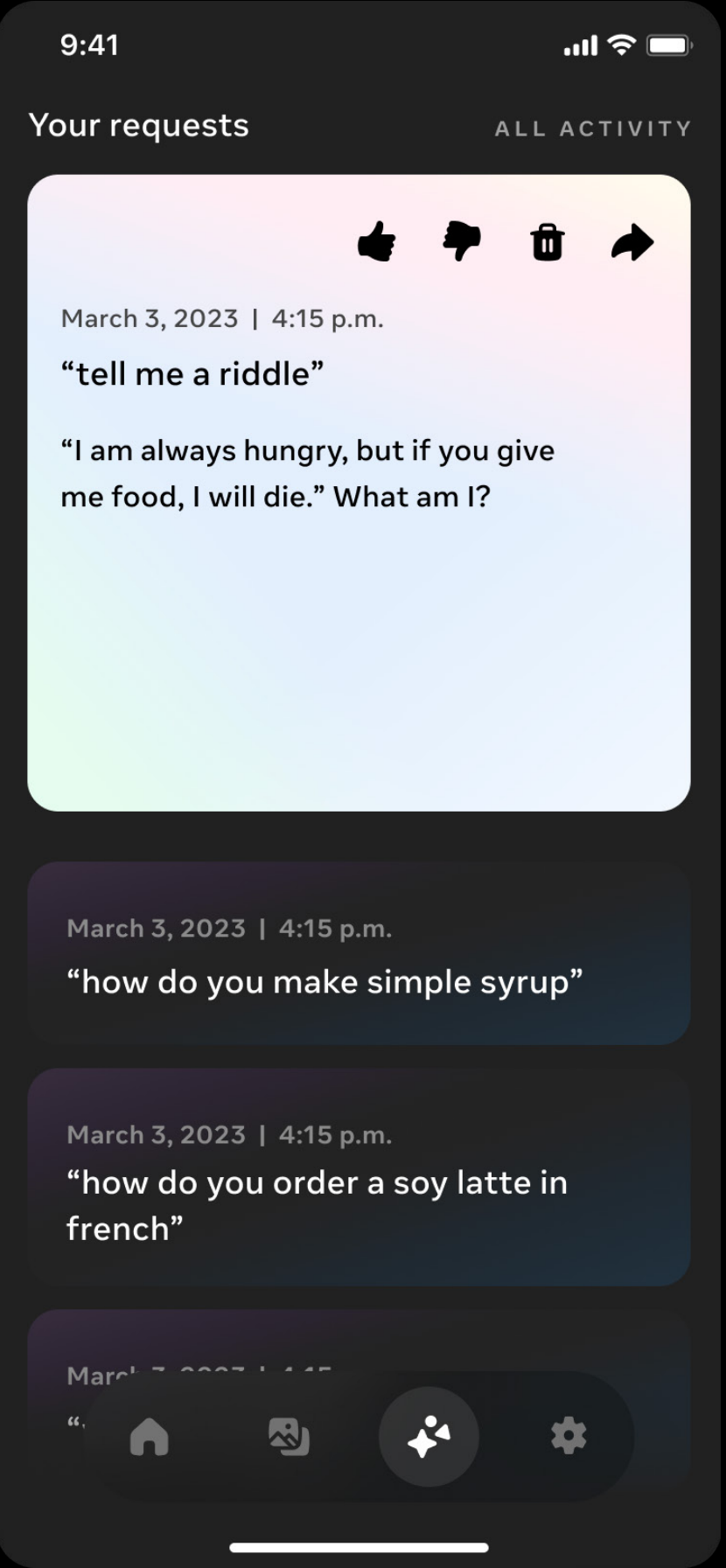
*The multi-device support allows for 1 pair of Ray-Ban Stories and 1 Ray-Ban Meta or 2 Ray-Ban Meta at the same time.



1



2



3

PRIVACY

YOU'RE IN CONTROL OF YOUR INFORMATION AND CONTENT

1. PRIVACY SETTINGS

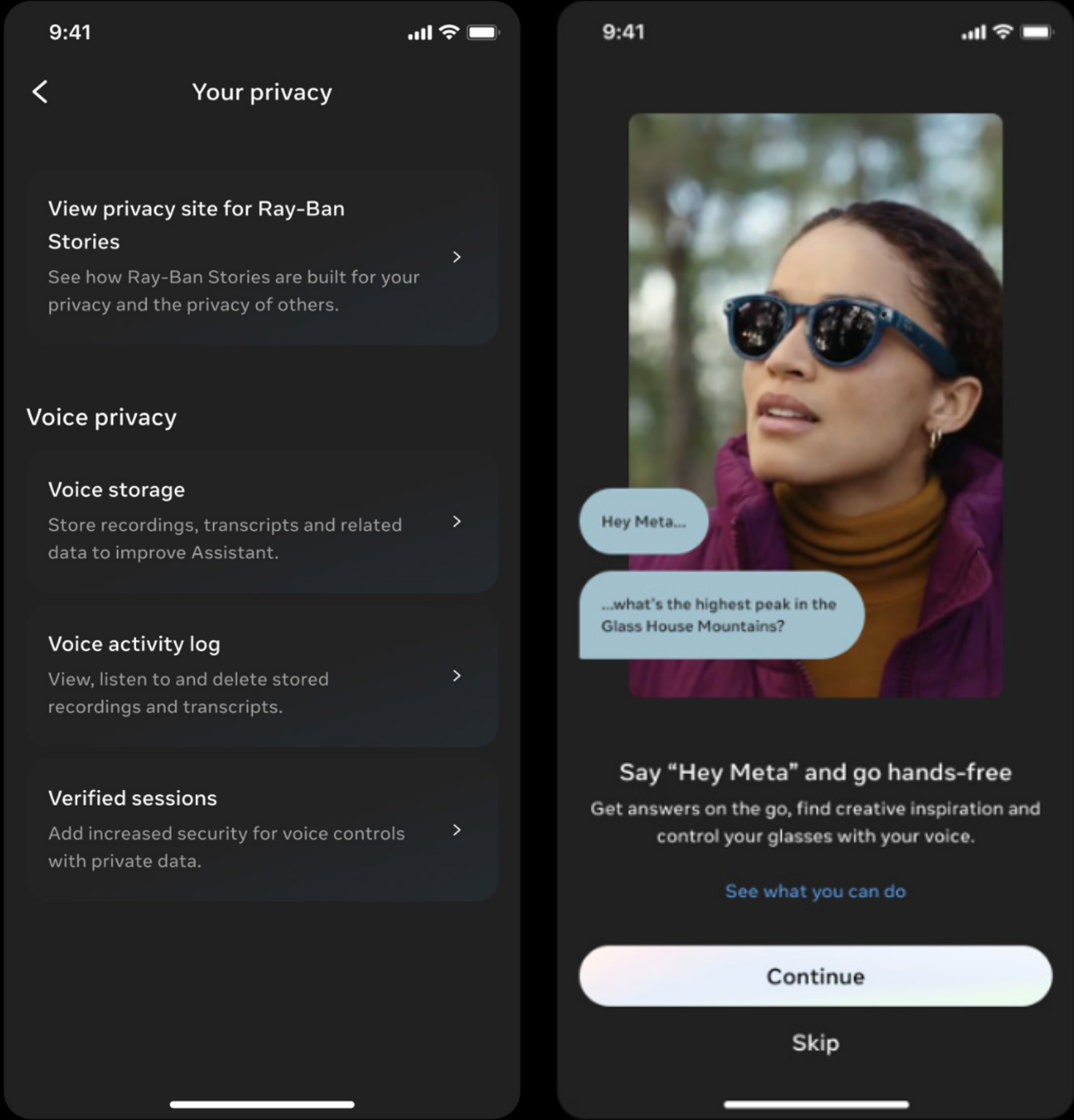
Easy to access settings let you view and manage the information you share with Meta. Meta collects data needed to help make your glasses and app reliable, secure, and operating normally, and you can choose to share additional data to improve the experience.

2. VOICE CONTROLS PRIVACY

You have the option to enable voice commands when you set up your glasses, and can turn it off any time you want. Voice controls are easy to set up and you can choose whether to store voice recordings and activity logs.

3. CAPTURE LED

The Capture LED light lets people know when you're capturing content or going live. If the LED is covered, you'll be notified to clear it.

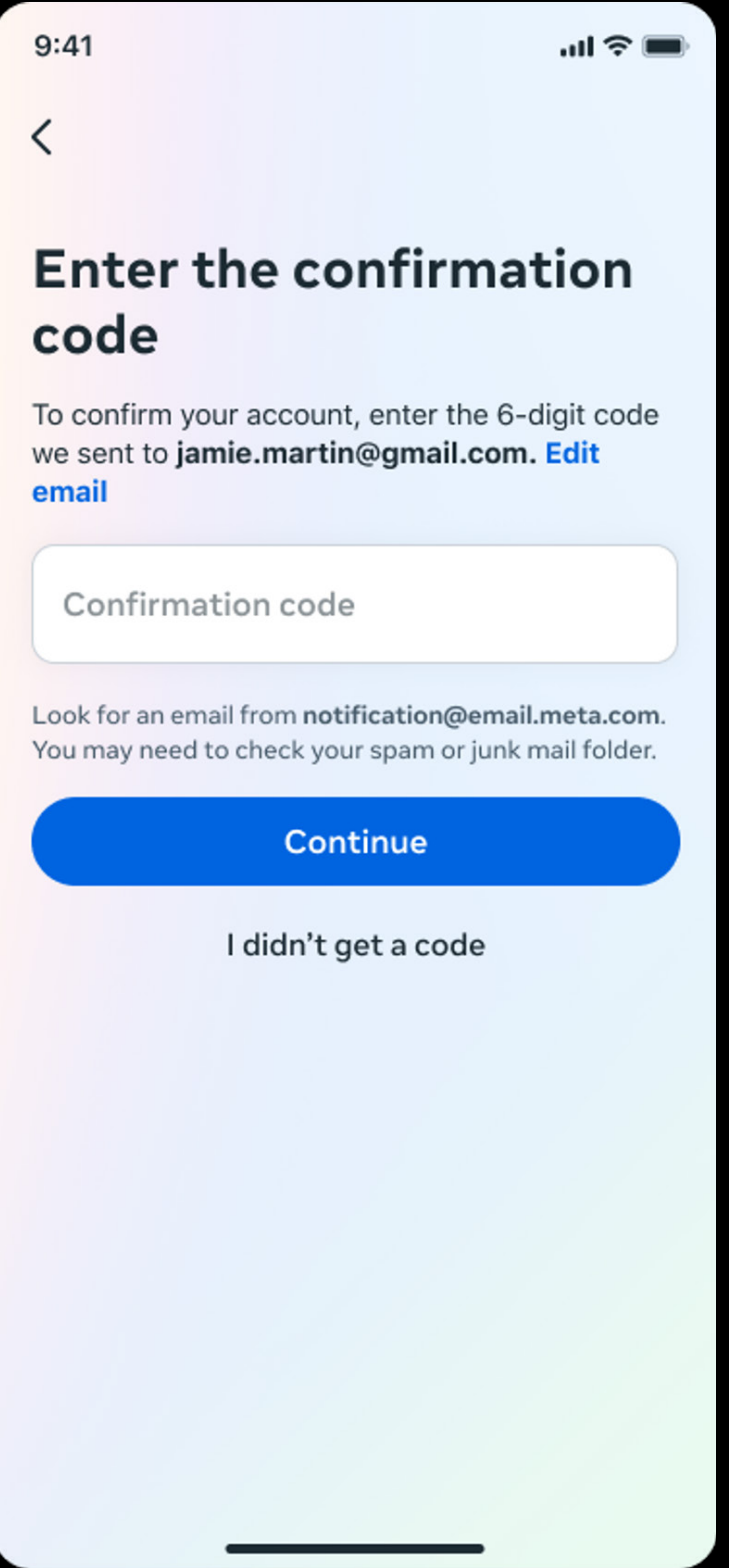
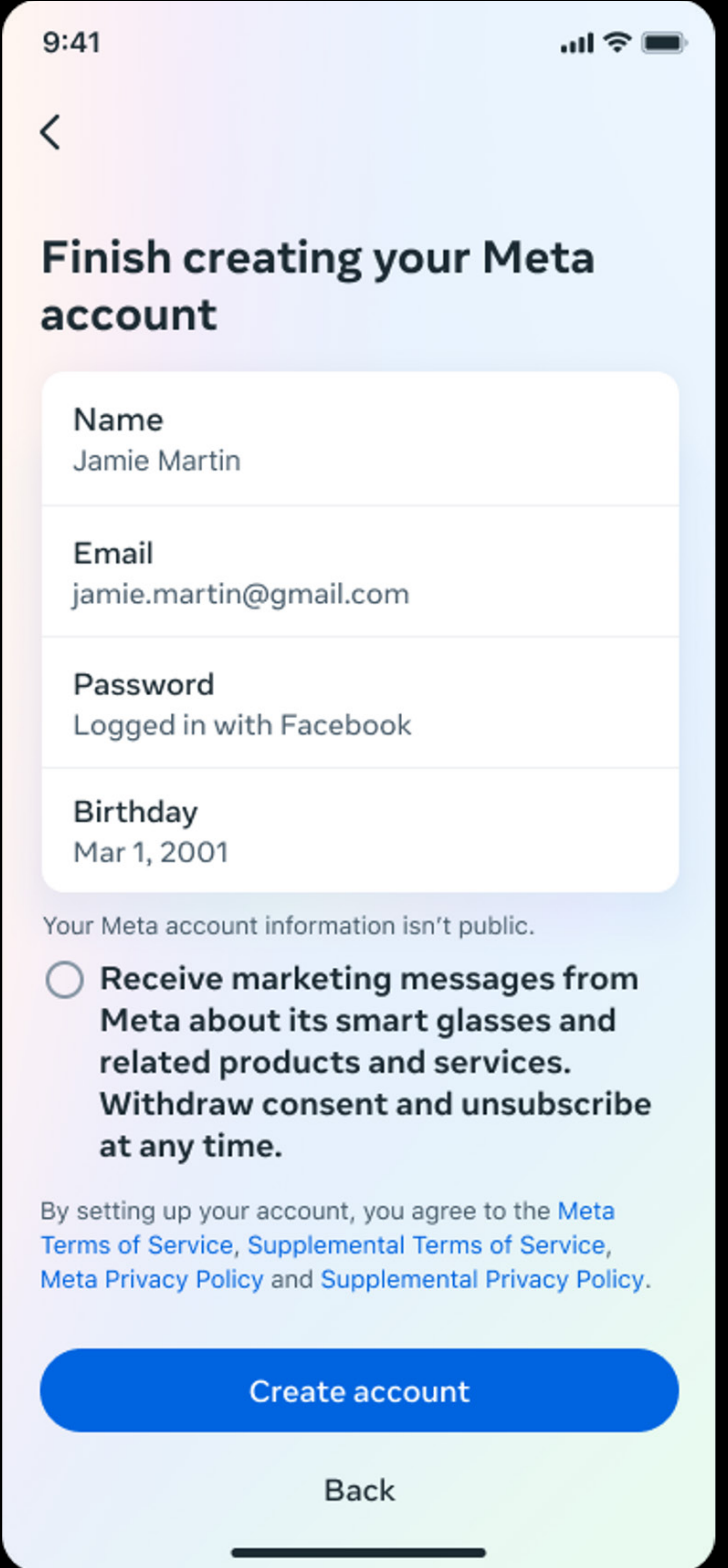
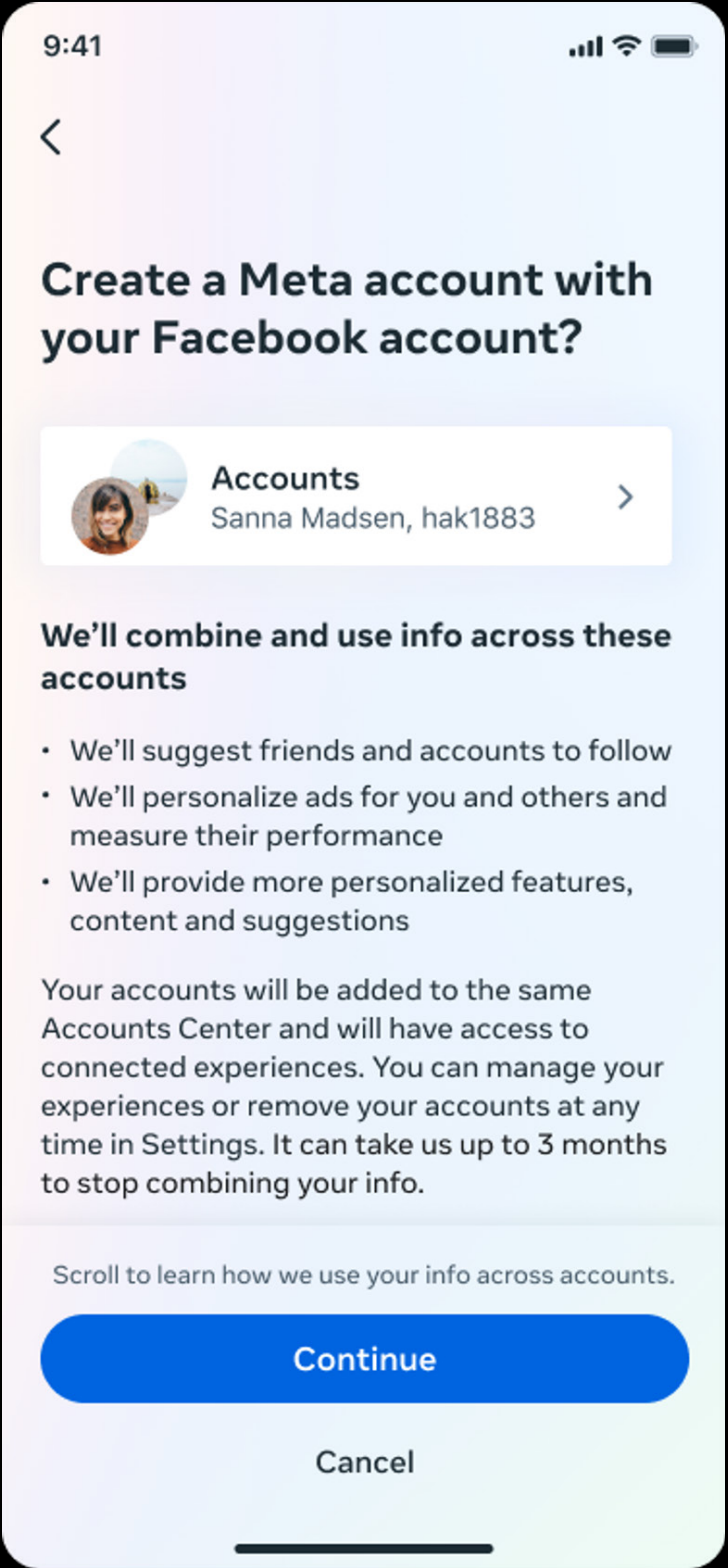
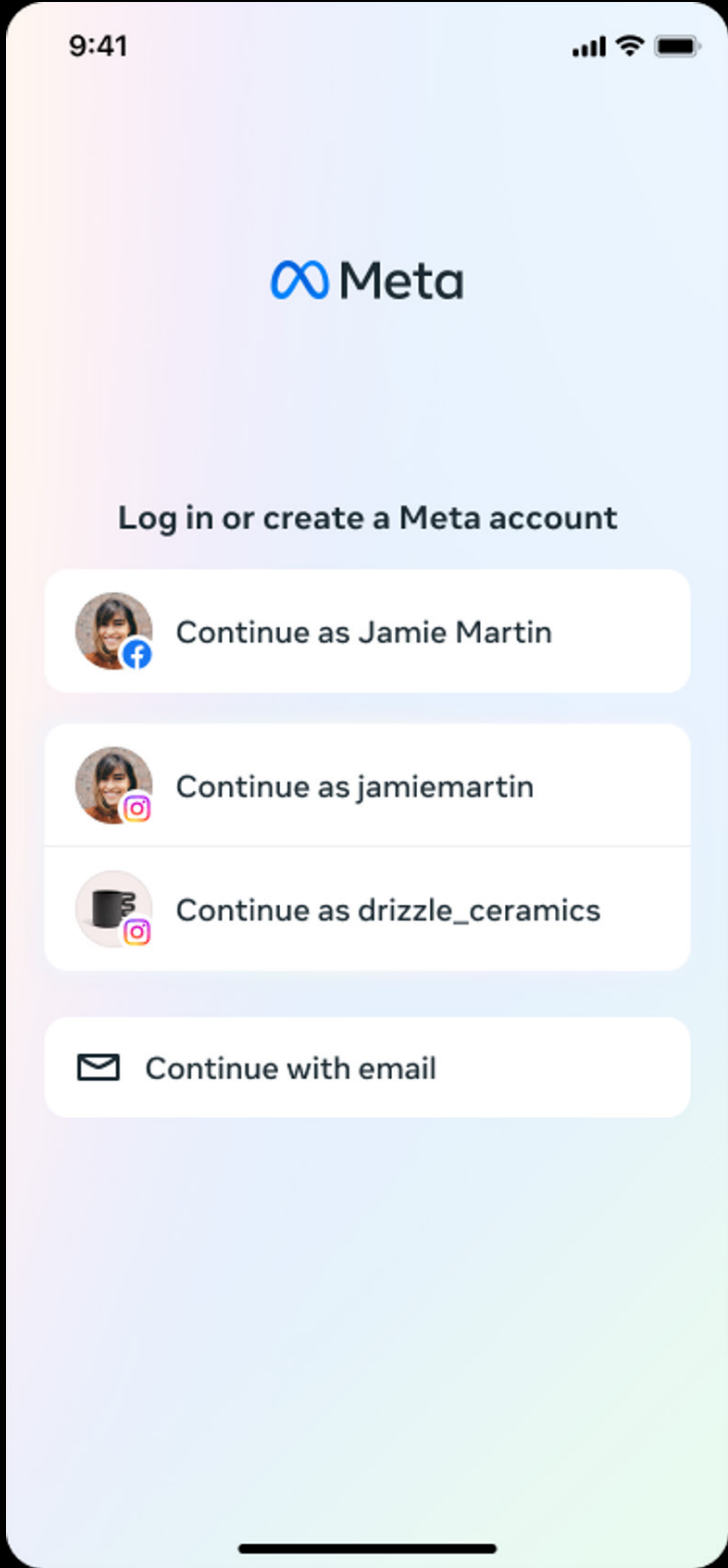


1

2

META ACCOUNTS

Create one Meta account for all your devices. Meta accounts are a new way to log in to Meta devices that provide more control over the information you share and how you interact with Meta apps and devices. You can choose whether to add your Facebook or Instagram accounts to your Meta account in Accounts Center. Whether or not you add your Facebook or Instagram accounts, you'll still have access to all the Ray-Ban Meta features. You can choose to use an existing Meta account or create a new one using email, Facebook or Instagram login.



META VIEW APP

SUPPORT

SUPPORTED APP COUNTRIES/LANGUAGES

Australia
Austria
Belgium
Canada
France
Ireland
Italy
Spain
UK
US
Denmark (new)
Finland (new)
Germany (new)
Norway (new)
Sweden (new)

SUPPORTED ASSISTANT LANGUAGES

EN English (US, UK, AU)
French (France)
Italian (Italy)

Meta AI is available in
US English only.

SUPPORTED PHONES

Apple iPhone 11 & newer
Samsung S20 & newer
Samsung Galaxy Note 20 & newer
Samsung Galaxy Z Fold 2 & newer
Samsung Galaxy Z Flip 3 & newer
Google Pixel 5 & newer

SUPPORTED OS

iOS: 14.4 or newer
Android: 10 or newer

FAQ

1

HOW DO I ENABLE USING VOICE FOR TALKING TO MY RAY-BAN META SMART GLASSES?

You can opt-in to enable voice control in the settings of the Meta View app.

To turn Voice on or off:

1. Open Meta View and go to setting
2. Tap Voice, then toggle next to Voice Control

2

WHAT IS A MONTAGE?

A Montage allows you to compile 3-10 individual video captures into one shareable movie with effects, title and original music. You can choose from a variety of templates and music tracks, and edit the title, clips and music.

3

WHICH LANGUAGES DOES “HEY META” SUPPORT?

Most functional voice controls operate in English, French and Italian. Meta AI assistance is only available in English.







RAY-BAN | META SMART GLASSES VS RAY-BAN STORIES




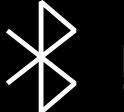
RAY-BAN | META SMART GLASSES VS RAY-BAN STORIES

TECH HIGHLIGHTS

1ST GENERATION

5 MP				4 GB	 5.0
2x Cameras OV5675 Image capture 2592x1944 px Video capture 1184 x 1184 px 30 fps	–	2x Round foster transducers (open ear) 3 Mic array for 1st Generation Pseudo stereo capture	195 gr 3-4 full glasses charges per case charge 50% charge in 30 min	NAND eMMC + 4Gb LPDDR3 ePoP 50 videos (30s) 535 photos (4 frame burst)	WiFi 802.11ac

2ND GENERATION

12 MP				32 GB	 5.3
1x Camera IMX681 Image capture 3024 x 4032 px Video capture 1440 x 1920 px 30 fps	Livestream up to 30 mins	2x Custom-built speakers (open ear) 5 Mic array for 2nd Generation Spatial capture	133 gr 8-9 full glasses charges per case charge 50% charge in 20 min	eMMC + 16Gb LPDDR4x ePOP 100+ videos (30s) 500+ photos (3 frame burst)	Wifi6



THANKS