

FUTURE TODAY NEWS

AI-POWERED SMART GLASSES & MARKETING



○ Ray-Ban Meta

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NOW

FUTURE

WHAT IT MEANS

SMART GLASSES ARE BECOMING THE NEW NORM

A NEW WAVE OF SMART GLASSES ARE HITTING THE MARKET THIS YEAR.

Samsung and Google are releasing their respective AI-powered smart glasses models in collaboration with eyewear brands Warby Parker and Gentle Monster this year.

The new models will compete with current top competitor Meta and their popular RayBan AI-powered glasses, which are getting an upgrade with new styles and prescription lenses.



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IMPLICATIONS

POSITIVE

→ Tech is becoming more fashion-forward & a tool for self-expression

→ Ultra personalized tech for the individual consumer & streamlining real-life problem solving

→ There's a new medium for marketers

→ Accessibility opportunity

NEGATIVE

→ Sponsored content influencing real-world experience

→ Increased surveillance & building the IoT, not just for the user but everyone they come in contact with

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RISKS



Data Privacy

Not just risk for the individual user but for every individual that user comes across, will users be helping big tech companies to build their surveillance network/collect their data?

Loss of Problem-Solving Ability

The integration of AI-powered tech into every aspect of a user's life to solve their problems could remove some of the human elements from real-life interactions.

AI & the Real World

AI-powered features, their results, and their biases could directly alter the way that these tech users interact with the world.

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In the next 5 years, we will see the normalization of AI-powered AR wearable tech for the average consumer.

Including the integration of marketed/advertised content within the device's core features.

Augmented Reality & Wearable Tech

Google is already planning to release AI-powered AR smart glasses with a built-in lens display set for release in 2027, with Samsung, Apple, and Meta not far behind.

Personal AI Agents & Wearable Tech

The individualization and personalization aspects of AI usage, with the popularization of the use of agents for the individual user, will result in a customized experience that mixes the real world and digital, and adapts to users' preferences, problems, etc.

Fashion Forward Tech

Big tech companies are working with big eyewear brands and design houses from Essilor Luxotica to Coperni to Gentle Monster to generate product demand with unique fashion-forward styles.

APPENDIX

ARTICLES

Bloomberg. (2026, May 19). Google and Samsung reveal designs of upcoming Smart glasses. The Business of Fashion.
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Reuters. (2025, December 15). Privacy is smart glasses' next big threat. The Business of Fashion.
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Welch, C. (2026, May 20). Google and Samsung take on Meta with ai smart glasses. Los Angeles Times.
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AI SOURCE

OpenAI. (2026, May 31). *Rayban Meta Glasses POV* [Generative AI chat]. GPT-5.5 Instant.
<https://chatgpt.com/>

AI Prompt: "Create an image of someone wearing Ray-Ban Meta glasses from the point of view of the glasses wearer."

Result: Image generated in slide 2