

Meta unveils three new AI glasses



Meta has unveiled three new AI glasses models at Meta Connect 2025, an annual conference focused on the future of the metaverse, augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) technologies.

The company unveiled the Oakley Meta Vanguard for athletes and high-intensity sports. It also revealed the Ray-Ban Display, which pairs an in-lens screen with a wrist-worn EMG neural band. The third launch was the second generation of Ray-Ban Meta glasses, offering longer battery life and sharper video.

“Our goal is to build great looking glasses that deliver personal super intelligence and a feeling of presence using realistic holograms,” said Mark Zuckerberg during the opening keynote.

“Glasses are the ideal form factor for personal super intelligence because they let you stay present in the moment, while getting access to all of these AI capabilities that make you smarter, help you communicate better, improve your memory, improve your senses, and more.

“Glasses are the only form factor where you can let an AI see what you see, hear what you hear, talk to you throughout the day, and very soon generate whatever user interface you need right in your vision in real time.

“So it is no surprise that AI glasses are taking off. This is now our third year shipping AI glasses with our partner EssilorLuxottica. The sales trajectory that we’ve seen is similar to some of the most popular consumer electronics of all time.”

te **Oakley Meta Vanguard**

The [Oakley Meta Vanguard](#) is the second model in Meta’s Performance AI glasses line, following the Oakley HSTN introduced earlier in 2025. It is designed for high-intensity activities such as cycling, running, and skiing, with Oakley’s PRIZM lenses, a wraparound frame, and a secure fit optimised for helmets and hats. The glasses are rated IP67 for dust and water resistance, making them the most durable in Meta’s lineup to date.

Audio and communication have been upgraded to match the environment. The open-ear speakers are the loudest on any Meta glasses so far, six decibels stronger than the Oakley HSTN, and a five-microphone array is tuned to reduce wind interference. Meta says this means athletes can issue voice commands or make calls while moving at speed without battling background noise.

Integrations with Garmin and Strava let users ask Meta AI for real-time pace, heart rate, or other stats without looking down at a device. A new autocapture feature records clips when thresholds such as distance, speed, elevation, or heart rate are reached. This creates a highlight reel of training sessions. Strava users can overlay performance metrics directly onto captured footage before sharing.

rVanguard records video in up to 3K with a 12-megapixel, 122-degree wide-angle camera. It supports slow motion, hyperlapse, and adjustable stabilisation. Battery life is nine hours of mixed use, or six hours of continuous music, with an extra 36 hours available through the charging case. The model costs \$499 and launches on 21 October in the US, Europe, and Australia. Expansion to Mexico, India, Brazil, and the UAE will follow later in the year.

Ray-Ban Display with Neural Band

The boldest product unveiled at Connect was the [Ray-Ban Display](#), which features a new product category: display-first AI glasses. These glasses incorporate a full-colour, high-resolution in-lens display that sits off to the side of the wearer's vision, designed for short, glanceable interactions rather than constant overlays.

The display can show text messages, WhatsApp notifications, navigation directions, live captions, translations, camera previews, and music playback controls, blending practical features with lightweight design.

Each pair ships with Meta Neural Band, a wrist-worn EMG controller that translates subtle muscle and finger movements into digital commands. Years of EMG research with nearly 200,000 participants went into making the band intuitive and accessible. It can detect movements even before they're visible, enabling silent scrolling, clicking, and in the future, even text input. Built from Vectran, the same fibre used in Mars Rover crash pads, the band is strong yet flexible, IPX7 water resistant, and lasts up to 18 hours on a charge.

Meta says the glasses provide around six hours of mixed use, with a collapsible charging case extending this to 30 hours. At launch they come in Black and Sand, both with Transitions lenses for indoor and outdoor wear. Pricing starts at \$799 for the bundle of glasses and band. Retail availability begins on 30 September at select US stores, including Best Buy, LensCrafters, Sunglass Hut, and Ray-Ban

shops, with expansion to Verizon outlets soon after. Canada, France, Italy, and the UK will follow in early 2026.

Ray-Ban Meta Gen 2

The second generation of Ray-Ban Meta glasses is designed to make everyday use more practical. A fully charged pair now lasts up to eight hours with typical use, nearly double the runtime of the first generation. A new charging case provides an additional 48 hours of power, while a quick 20-minute charge delivers up to 50% battery. These upgrades mean the glasses can cover full-day events such as music festivals or outdoor trips without the frequent top-ups required by the earlier model.

Video capture has received a significant upgrade. Gen 2 records at 3K Ultra HD, delivering smoother, sharper clips at up to 60 frames per second with ultrawide HDR. Later this autumn, hyperlapse and slow-motion capture settings will arrive via software updates across all Meta's AI glasses. These features expand the glasses' role as a hands-free camera for both creators and casual users.

Meta is adding new AI features. Conversation focus, coming soon via update, will use the open-ear speakers to amplify the voice of the person you are speaking to. This will make conversations clearer in noisy environments. Offline live translation now includes German and Portuguese, with real-time conversations possible once the language packs are downloaded.

The glasses come in new styles. These include the Skyler frame, joining the classic Wayfarer and Headliner. Prices start at \$379. Availability is expanding to Switzerland and the Netherlands, with Brazil, Mexico, and India to follow soon.

Meta's secret Ray-Ban display glasses aren't a secret anymore

Meta may have just pulled a classic "oops, all leaks." An unlisted promotional video, quickly yanked from the internet but not before [UploadVR](#) got receipts, appears to have spoiled two of the company's big Connect announcements.

The clip showed off a pair of Ray-Ban smart glasses with an honest-to-goodness display, plus a mysterious pair of Oakley "Sphaera" wraparounds sporting a nose-mounted camera.

In other words, the company managed to spill its own tea.

The [Ray-Ban model](#), shown with "Meta | Ray-Ban Display" branding, features a screen tucked neatly into the right lens.

The video teased a few sci-fi-but-now-real scenarios: asking Meta AI a quick question, pulling up navigation in your line of sight, translating signs on the fly, and even using a wristband to "write" messages midair.

That wristband, by the way, isn't some cheap gimmick. Earlier this year, CNBC reported that Meta has been cooking up a controller for its codenamed "Hypernova" glasses using sEMG.

It listens to the tiny electrical signals in your arm muscles and interprets them as gestures. The leaked clip sure looked like that futuristic wrist-wand in action.

Meanwhile, the [Oakley-branded Sphaera glasses](#) looked like something straight out of a cyberpunk ski resort, sleek wraparounds with a little camera perched on the bridge

a



raLess AR productivity tool, more "spy movie villain chic."

All of this was supposed to stay under wraps until Meta CEO Mark Zuckerberg's big Connect keynote, scheduled for Wednesday at 8 PM ET.

Instead, we now know he'll be strutting onstage with at least two new pieces of face hardware in tow.

Whether these glasses are practical or just another \$300 gadget to forget in a drawer is still TBD. (But hey, at least your sunglasses might finally justify the price tag.)

Exclusive interview: Inside Meta's AI glasses master plan

Mark Zuckerberg on neural control, superintelligence, and AI coaching



Rowan Cheung, [Zach Mink](#) & [Shubham Sharma](#)

September 17, 2025



Good morning, AI enthusiasts. Meta just unveiled its most ambitious AI glasses lineup yet — including a new computing interface: Ray-Ban Displays with an internal screen and a Neural Band controller.

We sat down for an exclusive interview with Mark Zuckerberg, founder and CEO of Meta, to explore how these glasses could replace your phone and what it means for humanity when AI can see everything we see.

- Meta unveils complete smart glasses ecosystem
- Neural Band with invisible EMG-powered controls
- Could AI glasses replace your smartphone?
- Oakley Meta Vanguards bring AI coaching to athletes
- Preserving humanity in the age of superintelligence

EXCLUSIVE Q&A WITH MARK ZUCKERBERG

THE NEWS

Meta unveils complete smart glasses ecosystem

The Rundown: Meta just unveiled its most comprehensive smart glasses lineup yet at Connect, introducing three distinct products — Ray-Ban Meta Gen 2, Oakley Meta Vanguard for athletes, and the groundbreaking Meta Ray-Ban Display with neural input.

Cheung: Can you give us the rundown of everything you're announcing and what you're personally most excited about?

Zuckerberg: We announced our fall 2025 line of glasses. Ray-Ban Meta now has doubled battery life, 3K video, and AI features like conversation focus that amplify

friends' voices in loud places. The Oakley Meta Vanguard is built for athletes, water-resistant, louder speakers, Garmin connectivity.

Zuckerberg added: But the most interesting thing by far is Ray-Ban Meta Display, the first glasses we've shipped with a high-resolution display paired with the Meta Neural Band, which is the first mainstream neural interface. You can send signals from your brain with micro muscle movements like this [gestures subtly]. It's a big breakthrough.

Cheung: So you've got Ray-Bans for everyday, Oakleys for athletes, and displays for power users. How do all these glasses tie into that personal superintelligence vision?

Zuckerberg: Our theory is that glasses are the ideal form factor for personal superintelligence because it's the only device that can see what you see, hear what you hear, talk to you throughout the day, and generate a UI in your vision in real time.

Why it matters: Meta is betting everything on glasses as the final form factor for AI — solving what killed Google Glass by making wearables people actually want to wear. With the Neural Band reading muscle signals before you visibly move, users gain hands-free control for things like texting, GPS navigation, and AI interaction.

A NEW INTERFACE

Meta pioneers invisible EMG-powered controls

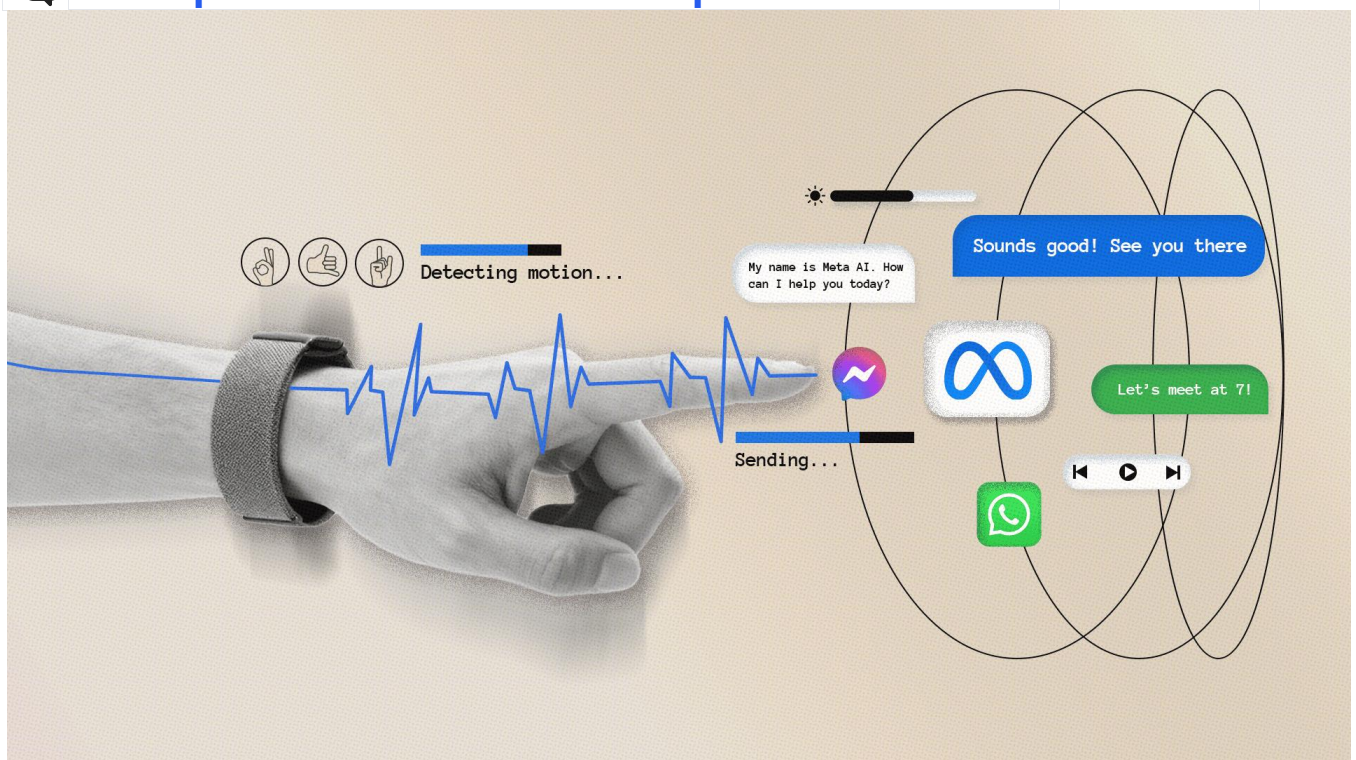


Image: Kiki Wu / The Rundown

The Rundown: Meta's new Ray-Ban Display glasses paired with the Neural Band introduce a shift in human-AI interaction — using EMG tech to detect electrical signals at the wrist, enabling users to control interfaces through subtle gestures.

Cheung: I got to try the Ray-Ban Displays. The moment that got me was the GPS navigation. What's the feature you use that you think no one's expecting?

Zuckerberg: Sending messages. With the glasses, a friend texts you, it shows up in the corner of your eye for a few seconds... If you want to respond, it's as easy as moving your finger. I'm up to 30 words a minute typing with neural text. You can be having a conversation and continue to pay attention to the person with just a very quick gesture with your wrist.

Cheung: The wristband reads electrical signals before you even move. Why is that more important than just improving voice commands or adding more buttons?

Zuckerberg: A lot of the time, you're around other people. You want a way to control your computing device that is private, discreet, and subtle. With the neural band, we could be having this conversation, I get a message, and in the time it takes to breathe, I've sent a ten-word response.

Cheung: Looking ahead, typing and speaking might not be enough to interact with AI. Do you see the band as the first step toward entirely new interfaces?

Zuckerberg: The neural band is going to personalize to you over time. You'll co-evolve with it to make increasingly subtle movements where it's not picking up motion, it's picking up your muscles firing. Eventually, you'll be able to control the UI with your hand at your side, in a jacket pocket, behind your back.

Why it matters: Meta's Neural Band is the first consumer neural interface that detects muscle signals before visible movement, a new way to interact with tech (and may eventually make keyboards/screens feel ancient). While it takes time to learn, the band personalizes to your unique patterns over time — becoming smarter and easier to use.

THE NEXT PLATFORM



Could AI glasses replace your smartphone?

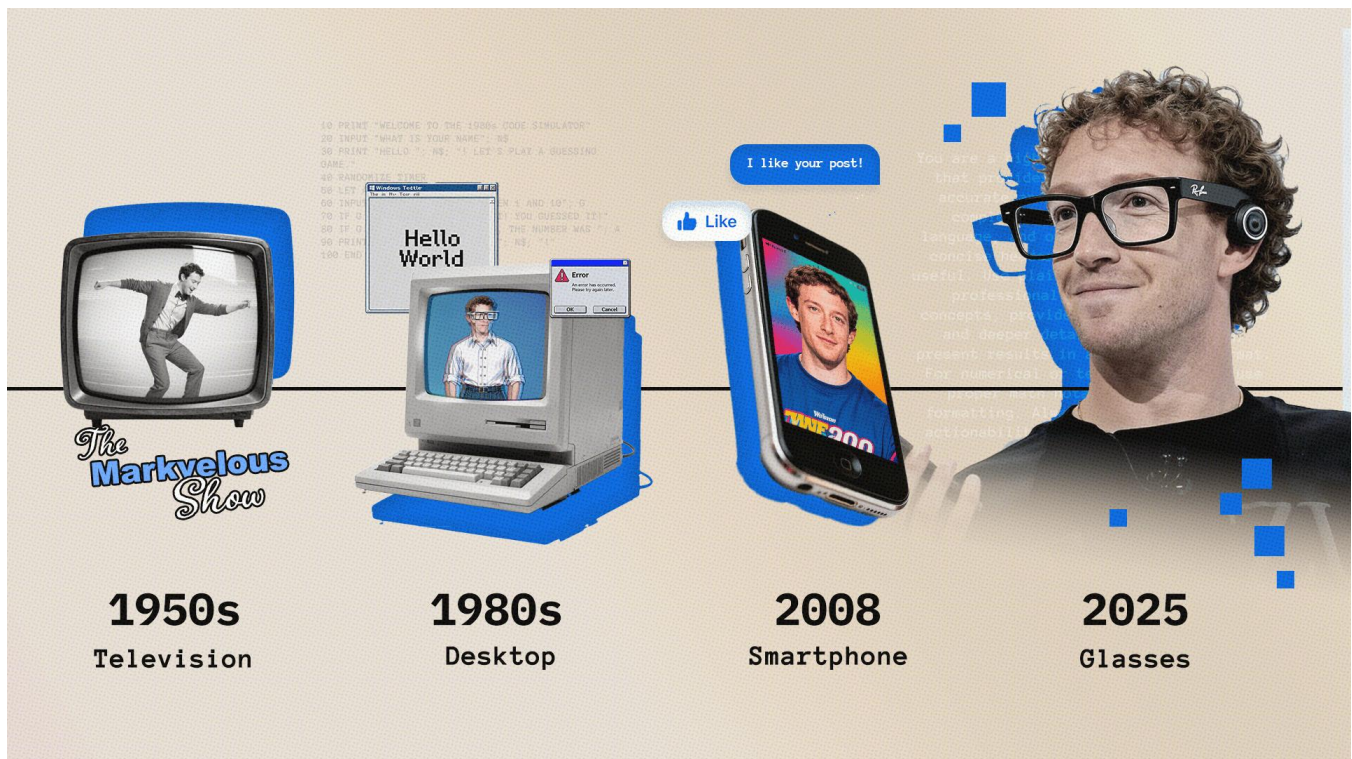


Image: Kiki Wu / The Rundown

The Rundown: Meta's unexpected success with Ray-Ban Meta glasses revealed that consumers are already embracing smart glasses as a computing platform, accelerating the timeline for AI-powered eyewear to challenge and potentially replace smartphones.

Cheung: How far away are we from these glasses being good enough that you'd give up your phone?

Zuckerberg: Think about your main computing device. Phones are my main device, but I didn't get rid of my computer; I just use it less. Even at my desk, if I want to do something, I take out my phone. That's what's going to happen here.

Zuckerberg added: Our phones will stay in our pockets more. I don't look at my phone to see the time anymore, just tap the glasses. I don't take out my phone for messages. With the viewfinder, I know exactly what I'm capturing.

Cheung: How much of the metaverse vision is still alive in these products?

Zuckerberg: We're getting closer to it. The Orion prototype has a wider field of view for holograms. This product's monocular, so it's not putting 3D objects in the world yet. But the vision is all the immersive software we have for VR, we want running on glasses too.

Why it matters: Meta's glasses strategy is working backwards from the future — starting with simple, useful features before full AR holograms. With original Ray-Ban

Metas already dominating stores and Display glasses introducing neural input, Meta is slowly creating the behavioral shift where phones stay in pockets more.

PERFORMANCE TRACKING



Oakley Meta Vanguards bring AI coaching to athletes

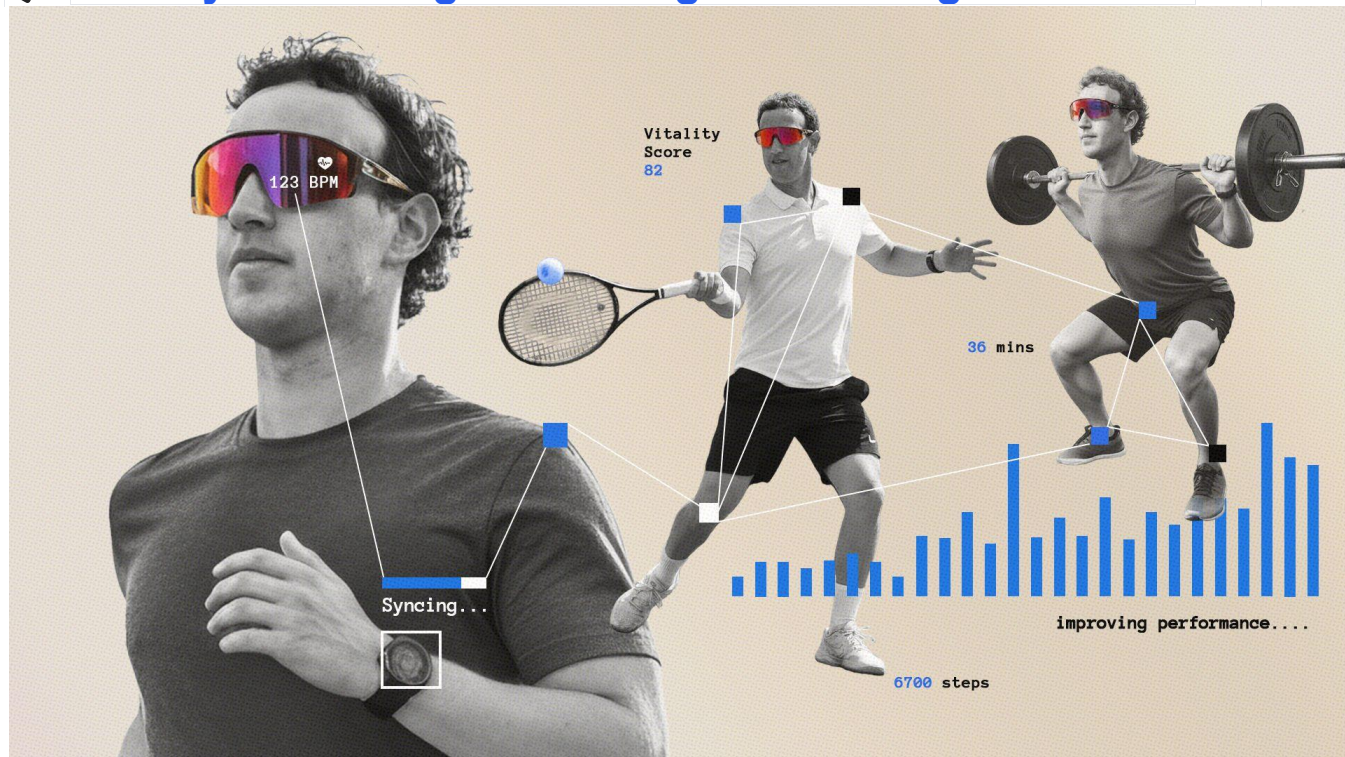


Image: Kiki Wu / The Rundown

The Rundown: Meta's new Oakley Meta Vanguard glasses integrate directly with Garmin and Strava to deliver real-time AI responses through audio — tracking heart rate, pace, and performance metrics while athletes train.

Cheung: How did you build these with athletes in mind?

Zuckerberg: A lot of people on the team are pretty intense athletes. I've fried multiple pairs of Ray-Bans taking them surfing... So we made these water-resistant. The extra sound is really helpful when you're cycling at 30 miles an hour in the wind. The other day I was taking a call on a jet ski and could hear perfectly over the engine.

Cheung: Why did you think it was important to design glasses for super different lifestyles? How much broader do you expect to go?

Zuckerberg: People have different styles. This isn't like a phone where everyone accepts having the same thing with a different color case. Glasses are part of our identity. Some people prefer thinner frames, some thicker.

Zuckerberg added: There are somewhere between 1 to 2B people who have glasses for vision correction today. Within 5 to 7 years, is there any world where those aren't all

replaced with smart glasses? It's like when the iPhone came out and everyone had flip phones — just a matter of time.

Cheung: The Garmin integration means AI can see your heart rate, pace, location, all hands-free while training. How long before it's giving everyone real-time coaching?

Zuckerberg: It can do that a bit now. If you want to ask what your heart rate or pace is, it can answer. When I'm running for performance, I don't really want to talk to something. That's why we built the LED, a simple visual indicator of whether you're on your pace target or heart rate target.

Why it matters: With the Oakley Meta Vanguards, athletes get a glimpse of augmented performance — with AI features enhancing the wearer's flow without interrupting it. With light touches like Garmin/Strava integrations and visual LED cues, the tech disappears into the experience to provide value without demanding attention.

HUMAN AUGMENTATION

Preserving humanity in the age of superintelligence



Image: Kiki Wu / The Rundown

The Rundown: As Meta builds toward AI glasses that capture everything we see, hear, and even think via neural signals, fundamental questions emerge about preserving humanity — especially as devices become universal for the next-gen growing up with ambient AI.

Cheung: You're building superintelligence while raising three kids. What conversations are you having with them about the world they're growing up in?

Zuckerberg: In our family, we build a lot of robots. My daughters are really into 3D printing. There's not much kids can do with developing AI at their age, but they can make stuff. We're designing our own robots, 3D printing the shell, using Raspberry Pi or Jetson to run language models.

Zuckerberg added: I mostly try to teach our kids to be good people. Being caring and kind is really important. But intellectually, I believe in a depth-first approach. You learn a lot by building a robot, decomposing problems, debugging things. You learn by doing.

Zuckerberg added: Sometimes we build robots, sometimes we watch K-Pop Demon Hunters, you gotta have fun.

Cheung: When we do achieve superintelligence, these AI glasses will know everything we see, hear, even our muscle impulses. What human abilities should we fight to preserve, and which ones should we just let go?

Zuckerberg: I'm not sure they're going to retain everything... Picking out the salient bits and giving people control is important. But to me, creativity is very important, having a sense of what you want to make in the world. Part of the job of a creator is to be a master of the tools available to them. AI systems have no impulse to create — they sit there waiting for directions.

Zuckerberg added: The human piece is going to be: what do we want to do to make the world better? Some of that will be personal creative manifestation, but we probably underplay caring about other people, taking care of people, spreading kindness. That stuff is really important too.

Why it matters: In a world where humans are increasingly embedding AI in our lives, Zuckerberg sees a future where humanity isn't competing with AI, but co-evolving with it. As we delegate more cognitive tasks, uniquely human traits like creativity, empathy, and the drive to improve the world become not obsolete, but essential.

GO DEEPER

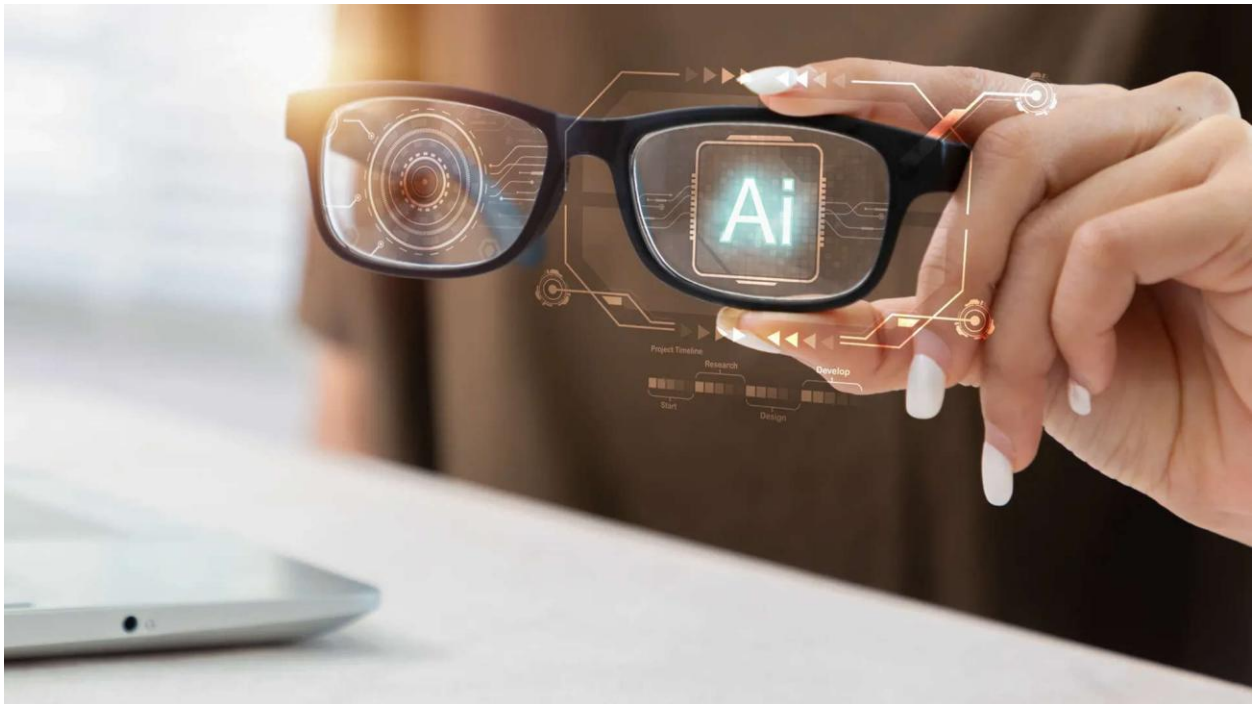
Meta CEO Mark Zuckerberg and The Rundown CEO Rowan Cheung sat down for an exclusive conversation for deeper insights on:

- How the Neural Band will personalize to you over time
- The timeline for glasses replacing smartphones
- Building "personal superintelligence" while raising kids
- Why Zuck rebuilt Meta's AI lab within 15 feet of his desk

Can wearable AI become an extension of your mind?

Consider an artificial intelligence that can understand your goals, behaviors, and thought patterns in addition to answering your inquiries. Zuckerberg envisions a personal superintelligence personalized to each individual.

It's intended to learn from your daily experiences and evolve with you. But can we actually develop an assistant that is intimate while being private and secure? That is the challenge Meta has yet to face.



Hardware-first in a software-led race

Meta is prioritizing wearables, notably AI glasses, as a means of delivering personalized AI. This contrasts with competitors who prioritize cloud-first, software-centric AI delivery. The hardware path has higher friction and slower acceptance. Meta's promise of personal glasses with bespoke, advanced, digital AI agents will be quite a challenge.

What if you had a digital twin that thought like you?

Consider an AI that does more than just answer questions; it understands your goals, habits, and thought patterns. That's Zuckerberg's vision: a personal superintelligence tailored to each individual. It's designed to learn from your daily experiences and grow alongside you. We will create an assistant that is so intimate while being private and secure. That is the difficulty Meta has yet to address. AI superintelligence is closer than we think.

According to Zuckerberg, the race to create advanced human-like AI is accelerating, and Meta aims to be a key player. He thinks that we are only a few years away from machines that can reason, plan, and evolve like humans. It's an exciting promise. Is this the beginning of a new intelligence?

Billion-dollar bets, but what's the return?

Meta is spending exorbitant sums on AI talent and infrastructure some engineers are paid like professional athletes. Zuckerberg feels that the only way to succeed is to grow quickly and dominate early. However, insiders are beginning to wonder whether all of this spending is resulting in a breakthrough or simply increasing expectations. The answer could determine Meta's destiny. Meta established Superintelligence Labs to oversee the company's most ambitious AI initiatives. This lab is tasked with developing AI systems with stronger reasoning, planning, and long-term memory.

Privacy concerns

Because the glasses will capture in real-time, personal audio and video, there are some privacy concerns about monitoring and data misuse. Some critics are even worried that wearables could be exploited for espionage or misused in public settings. Without strict and explicit policies, these issues may deter full public adoption at first, even among consumers enthusiastic about the new, emerging technology. While Zuckerberg is pushing hard for quick deployment, several AI researchers at the business have expressed worries about speeding.

These internal tensions may reflect a wider struggle between responsible development and market-driven urgency, posing a risk of strategic incoherence. Zuckerberg repeatedly states that the next five years are important for achieving personal AI. Critics are concerned that AI is being over-promised. Zuckerberg suggests that monetization might come via subscriptions, AI features, or spectacles sales.

The first generation of Meta's AI glasses has drawbacks, including a limited battery life, few input possibilities, and a clumsy interface. But this is an undiscovered country as limitless as an engineer's and a developer's imagination.

The AI glasses concept is ahead of its time and futuristic in function. With usability milestones reached over the course of its development and continued miniaturization, the gap between vision and end product will be successfully navigated.

Strong rivals, same market. Meta is not the only one competing in this wearable AI race. Potential for closed ecosystem lock-in. Accessing Meta's personal AI may require proprietary hardware, thus preventing users from participating in cross-platform innovation.

If Meta controls both the device and the assistant, it risks resulting in a closed ecosystem that limits flexibility and isolates people from other tools they may prefer. This could backfire in a world that values transparency.

AI that knows you, but who controls it?

Zuckerberg's vision includes AI that understands your objectives, tone, and intent. However, this level of intimacy creates significant concerns:

Who owns the data? Who determines the limits? If AI begins to anticipate and act on your behalf, who will ensure that it serves your interests rather than the platform's profits? These questions remain unanswered, and they are the most important.

Beyond the Glass Screen: Mark Zuckerberg Says the Smartphone's Reign is Coming to an End

Zuckerberg's vision for the future isn't one of faster processors or bigger screens, but a fundamental shift in how we interact with technology. He argues that the smartphone, despite its convenience, is an "unnatural" device that forces us to constantly stare at a handheld screen, disconnecting us from our physical surroundings and the people in front of us. He predicts that by the 2030s, we will move towards "vision-first computing," with lightweight augmented reality (AR) smart glasses becoming our primary digital gateway.

Imagine walking down the street and having directions overlaid directly onto your field of vision, or seeing a friend's message appear in your peripheral view without ever having to pull out your phone. The concept is to integrate digital information seamlessly into the real world, creating a more intuitive and hands-free experience. This shift would allow us to be more present in social situations, maintaining eye contact and engaging with our environment rather than being buried in our devices.

The Race to Replace the Smartphone

Zuckerberg's confidence isn't just talk; it's backed by billions of dollars of investment from Meta's Reality Labs. They are pouring resources into developing custom optics, spatial audio, and operating systems built specifically for this "heads-up" interaction. Other tech giants, like Apple, are also heavily invested in the AR wearable space, signaling a collective belief among industry leaders that this is the next major platform.

While this future may sound like science fiction, the technology is already here, albeit in its early stages. Current smart glasses can take pictures, make calls, and provide instant information, but they still face challenges with battery life, processing power, and, perhaps most importantly, social acceptance.

The transition won't happen overnight. As with any major technological shift, it will be a gradual process, but if the past is any indication—think of the switch

from landlines to mobile phones, or flip phones to smartphones—people will embrace a new technology if it offers a more convenient and compelling alternative. The "phone zombie" might soon be a relic of the past, replaced by people walking with their heads held high, experiencing a world where the digital and physical have finally converged.

Is The End of The Smartphone Age Here? Zuckerberg Thinks So

When smartphones came out, they were bulky and heavy. Fast forward to today, those same devices are stuck to our hips, running nearly every aspect of our daily lives. But according to Mark Zuckerberg, its dominance is reaching a turning point. He believes the future belongs to technologies that blend into daily life—like smart glasses powered by augmented reality—rather than a screen in your pocket.

This perspective is part of Meta's larger strategy. The company has invested billions into AR and immersive platforms, betting that people will gradually shift from tapping on phones to living in a world where digital and physical spaces overlap seamlessly.

Why Glasses, And Why Now?

Smart glasses are not a brand-new concept, but the technology has matured dramatically. Batteries last longer, processors run faster, and AR displays are beginning to look less like science fiction and more like a practical tool. Add in voice commands, gesture recognition, and AI assistance, and you can see why major tech players are betting on glasses to replace phones.

The appeal goes beyond novelty. Instead of scrolling endlessly, information could simply appear in your field of vision. That hands-free convenience is exactly what developers hope will encourage users to adopt the devices.

What's Holding Them Back

Of course, the road ahead isn't simple. Smart glasses still require significant improvements in display sharpness and user comfort before they can gain widespread appeal. Battery efficiency is another sticking point-few people will tolerate recharging a wearable several times a day.

For most, style is just as critical as function. If the glasses look clunky or draw unwanted attention, everyday users won't bother. The devices must feel natural, both technically and socially, to reach the mainstream.

What It Means For You

If smart glasses do take off, daily life could look very different. Directions could float in front of you while driving. Messages might appear in real-time during a conversation. Tasks could feel quicker because you're not stopping to unlock a phone every few minutes.

Still, this future comes with questions:

- What happens to privacy if smart glasses are constantly recording and analyzing the world around you?
- Can convenience be trusted if personal data is at risk?
- How safe are these devices from hackers and other cybersecurity threats?
- Will regulations and safeguards keep up quickly enough to protect consumers?

Industry Shake-Ups Ahead

The potential shift doesn't just affect consumers-it could transform entire industries. Smartphone manufacturers may need to reassess their product lines and supply chains. Meanwhile, companies like Meta, Apple, and others are vying to establish a foothold in the AR market.

As expected, competition will be fierce, and history shows that the winners will be those who adapt fastest. Just as some firms thrived during the smartphone boom, others may struggle to remain relevant as the next wave of devices emerges.

Culture Catches Up

Beyond the technical and business aspects, there's the human side. Wearing a screen on your face instead of carrying one in your hand will change how people communicate and how they're perceived in public. Social etiquette will evolve-similar to when smartphones first disrupted daily norms.

Another truth? Not everyone will immediately embrace this shift. Some will celebrate the convenience, while others may worry about distraction or the potential for surveillance. Acceptance will come gradually, as society negotiates the balance between innovation and human connection.

The Road Forward

Experts suggest that widespread adoption could occur within the next decade, although the timeline depends on resolving key challenges. Developers must create experiences that feel indispensable, not gimmicky. Policymakers will need to establish clear rules regarding privacy and security to protect users while fostering innovation.

The bottom line: smartphones may not disappear overnight, but their time at the center of your life could be limited. The rise of smart glasses is a reminder that technology never stands still-and sooner than you think, what feels futuristic today could become tomorrow's everyday habit.

Zuckerberg says phones are nearly obsolete.

In a bold proclamation, Mark Zuckerberg has declared that the era of smartphones is nearing its end, with smart glasses and augmented reality poised to take their place.

This revelation marks a significant shift in how we perceive and interact with technology, hinting at a future where mobile phones may become relics of the past.

The Vision of a Post-Phone World Mark Zuckerberg's announcement about the impending obsolescence of smartphones has sparked considerable interest and debate.

His vision centers on the rise of augmented reality (AR) and smart glasses, which he believes will take over as the principal means of communication and interaction with digital content.

This transition aligns with Meta's broader goals of creating a more immersive and interconnected digital ecosystem, often referred to as the metaverse. Augmented reality and smart glasses are set to become the successors to smartphones, offering a seamless blend of digital and physical worlds.

By overlaying digital information onto the real world, these technologies promise to enhance our daily interactions, making information more accessible and experiences more engaging. Zuckerberg's vision is not just about technology for technology's sake; it's about creating a more fluid and natural interaction with our digital lives.

The Rise of Smart Glasses Technological advancements have made the concept of smart glasses not only feasible but also intriguing. Improvements in AR technology, battery life, and miniaturization of components are key factors driving this progress.

Smart glasses are being designed to offer a hands-free experience, with features such as voice control, gesture recognition, and

integrated AI, setting them apart from current mobile devices. Despite the promising features, the adoption of smart glasses as mainstream technology faces several challenges.

These include the need for significant improvements in display technology, battery efficiency, and user interface design.

Moreover, ensuring a comfortable and stylish design that users are willing to wear daily is crucial for widespread adoption.

However, the opportunities are immense, as smart glasses have the potential to revolutionize various sectors, from healthcare to retail.

Implications for Consumers

The transition from smartphones to smart glasses could have profound effects on daily life and social interactions. With information readily available in one's field of view, tasks could become more efficient, and communication more immediate.

This shift could also redefine social norms and etiquette, as the presence of wearable technology might change perceptions of privacy and attention in social settings.

For consumers, the benefits of embracing smart glasses include enhanced convenience and new forms of interaction with the digital world.

However, there are potential drawbacks, such as concerns over privacy and security. The ability of smart glasses to record and analyze one's surroundings raises significant privacy issues, necessitating robust security measures and clear guidelines to protect user data.

Impact on the Tech Industry As the tech industry prepares for this paradigm shift, major companies, including Meta, are investing heavily in AR and smart glasses technology.

This is not only a move to stay competitive but also to lead the charge in defining the next generation of personal technology. The competitive landscape is heating up, with other tech giants developing their own AR solutions, aiming to capture a share of this emerging market.

The potential economic implications for the smartphone manufacturing sector are significant. As consumer preferences shift, companies may need to pivot their strategies, invest in new technologies, and retool manufacturing processes.

This evolution presents both risks and opportunities, as firms that adapt swiftly could gain a competitive advantage in the burgeoning AR market.

Sociocultural Shifts The advent of smart glasses is likely to impact communication habits and digital etiquette. As AR becomes more integrated into daily life, the way individuals interact with each other and their environment could change dramatically.

This technology has the potential to reshape sectors such as entertainment, education, and work, offering new possibilities for immersive learning and collaboration.

However, sociocultural resistance and acceptance will play a crucial role in the adoption of smart glasses. As with any transformative technology, there will be those who embrace it enthusiastically and those who are more cautious, concerned about

issues such as privacy, security, and the impact on human relationships. Understanding and addressing these concerns will be key to facilitating a smooth transition to a post-phone era.

Future Prospects and Challenges

While predicting the exact timeline for the widespread adoption of smart glasses is challenging, many experts believe it could happen within the next decade. For this technology to succeed, several key challenges must be addressed, including improving AR displays, ensuring long battery life, and creating intuitive user interfaces.

The role of developers, designers, and policymakers will be critical in shaping the future of wearable technology. Developers and designers must focus on creating compelling applications and experiences that leverage the unique capabilities of smart glasses.

At the same time, policymakers need to establish regulations that safeguard user privacy and security while fostering innovation. Mark Zuckerberg, July 30, 2025

Personal Superintelligence

Over the last few months, we have begun to see glimpses of our AI systems improving themselves. The improvement is slow for now, but undeniable. Developing superintelligence is now in sight. It seems clear that in the coming years, AI will improve all our existing systems and enable the creation and discovery of new things that aren't imaginable today.

But it is an open question what we will direct superintelligence towards. In some ways, this will be a new era for humanity, but in others it's just a continuation of historical trends. As recently as 200 years ago, 90% of people were farmers growing food to survive. Advances in technology have steadily freed much of humanity to focus less on subsistence and more on the pursuits we choose.

At each step, people have used our newfound productivity to achieve more than was previously possible, pushing the frontiers of science and health, as well as spending more time on creativity, culture, relationships, and enjoying life.

I am extremely optimistic that superintelligence will help humanity accelerate our pace of progress. But perhaps even more important is that superintelligence has the potential to begin a new era of personal empowerment where people will have greater agency to improve the world in the directions they choose.

As profound as the abundance produced by AI may one day be, an even more meaningful impact on our lives will likely come from everyone having a personal superintelligence that helps you achieve your goals, create what you want to see in the world, experience any adventure, be a better friend to those you care about, and grow to become the person you aspire to be.

Meta's vision is to bring personal superintelligence to everyone. We believe in putting this power in people's hands to direct it towards what they value in their own lives. This is distinct from others in the industry who believe superintelligence should be directed centrally towards automating all valuable work, and then humanity will live on a dole of its output.

At Meta, we believe that people pursuing their individual aspirations is how we have always made progress expanding prosperity, science, health, and culture.

This will be increasingly important in the future as well. The intersection of technology and how people live is Meta's focus, and this will only become more important in the future.

If trends continue, then you'd expect people to spend less time in productivity software, and more time creating and connecting.

Personal superintelligence that knows us deeply, understands our goals, and can help us achieve them will be by far the most useful.

Personal devices like glasses that understand our context because they can see what we see, hear what we hear, and interact with us throughout the day will become our primary computing devices.

We believe the benefits of superintelligence should be shared with the world as broadly as possible. That said, superintelligence will raise novel safety concerns.

We'll need to be rigorous about mitigating these risks and careful about what we choose to open source. Still, we believe that building a free society requires that we aim to empower people as much as possible. The rest of this decade seems likely to be the decisive period for determining the path this technology will take, and whether superintelligence will be a tool for personal empowerment or a force focused on replacing large swaths of society.

Meta believes strongly in building personal superintelligence that empowers everyone. We have the resources and the expertise to

build the massive infrastructure required, and the capability and will to deliver new technology to billions of people across our products.

Zuckerberg is excited to focus Meta's efforts towards building this future. Meta's \$72B Superintelligence Bet is Building a Future That Could Kill Its Own Apps. Meta's spending \$72 billion to build "personal superintelligence" that'll free us from our screens—while their current AI just made us 20% more addicted to Instagram—but we think true "personal" superintelligence will kill Facebook and Instagram, and what they're actually doing is racing to build the replacement before someone else does.

Meta's new cutting-edge smart glasses tipped to launch in September — here's what we know

Meta is reportedly going to launch two new smart glasses during its annual product showcase, Meta Connect 2025, in September. One of those glasses has been tipped to be the rumored [Hypernova specs](#) that should feature a display and a wristband controller.

The social media-turned-AI company will debut its first consumer glasses with a display alongside a "third-generation of its voice-only smart glasses with Luxottica" lenses, according to a new [report from CNBC](#).

A previous rumor suggested that Hypernova glasses will cost \$800. That price allegedly includes the wristband that allows for gesture and touch controls. That's a bit higher than many of the [best smart glasses](#) that range from \$269 to \$649, but not all of those have built-in cameras or an included gesture control wristband to boost capabilities.



The new glasses are supposedly going to include a small display in the right lens in a set of EssilorLuxottica frames. Luxottica owns Ray-Ban and helps produce the [Ray Ban Meta glasses](#). Luxottica owns a number of other glasses brand, including Prada, with some speculation that a [pair of Prada glasses](#) could be the frames for Hypernova. Prada glasses are supposed to have thicker frames and arms which could make them more suitable for smart glasses.

The rumored Hypernova glasses sound a lot like the experimental [Orion AR specs](#) that Meta showcased during [Meta Connect 2024](#). That prototype featured the wristband and a display. Though the Hypernova display is supposed to be weaker than the full spatial computing promised by Orion, the tiny display is supposedly going to offer a 20 degree field of view that can be used to display text messages and other information.

In an [Instagram video last week](#), Meta's chief technology officer, Andrew Bosworth, said the single display lens is easier and cheaper than a two display set: "Monocular displays have a lot going for them," Bosworth said. "They're affordable, they're lighter, and you don't have disparity correction, so they're structurally quite a bit easier."

Hypernova seems to be threading the needle between full spatial glasses like the [Xreal One Pro](#) and Meta's own offerings like the [Oakley Meta HSTN](#) smart glasses which don't have a display.

How soon will we be wearing them? That part's unclear, but we'll likely know more on [September 17](#) when we expect Meta Connect 2025 to kick off.

Mark Zuckerberg is still betting his metaverse bet will pay off



Mark Zuckerberg is still betting his metaverse bet will pay off© Meta/Meta

MENLO PARK, Calif.— A decade ago, Mark Zuckerberg offered a bold prediction for the future of human communication: Scores of people would turn to virtual- and augmented-reality glasses and headsets

to transport themselves into immersive digital worlds where they could work, socialize and be entertained. The Meta CEO was so committed to this vision that ever since, his company has invested billions of dollars to try to make it happen.

Beyond Reality: How the Metaverse Will Revolutionize Work, Play & Everything In-Between

Zuckerberg's buzziest product debut was a new version of smart glasses dubbed, Meta Ray-Ban Display, which include a visual display and an accompanying wristband to control them. The glasses allow users to see the outside world while also seeing text messages, step-by-step navigation instructions, and real-time translated captions. The glasses will be available in the United States later this month starting at \$799.

Meta sought to demonstrate the power of the glasses on Wednesday with live demos that didn't always work, which employees sometimes blamed on a faulty internet connection.

"What it boils down to is, do these things make our lives better?" Anshel Sag, an analyst for Moor Insights & Strategy, said ahead of the conference. "And if they don't, how can" they?

Still, Meta's ambitions face steep challenges. While the VR devices have attracted a niche cohort of early adopters and gaming enthusiasts, they have yet to offer a diverse array of programs or use cases that have mainstream appeal. The company, by its own admission, is still developing some of the technical capabilities of its glasses and headsets to make them more compelling to users. Meanwhile, some of Meta's hardware products are raising concerns

about privacy and safety among regulators, activists, and [everyday consumers](#).

In 2021, the company changed its corporate name from Facebook to Meta, an attempt to shift its brand from a social media business plagued by a political crisis to the chief champion of immersive digital realms known as the [metaverse](#). The term “metaverse” originated in the 1992 science fiction novel “Snow Crash” but has come to signify 3D digital worlds where users interact with one another through avatars.

“I think we’re moving towards a world where we’re going to have something that looks like normal glasses, where you can see the physical world, but you’ll also see holograms,” Zuckerberg told podcaster Lex Fridman earlier this year. “Maybe by the end of this decade, we’ll be living in a world where there are as many holograms when you walk into a room as there are physical objects.”

Over the years, Meta has focused on two main strategies to bring the metaverse vision to life. First, the company has invested in a line of VR headsets, Quest, that enable users to block out their real environment and fully immerse themselves in a digital world where they can interact with other users in social spaces, play games or take in entertaining content.

But the programs available on Quest headsets, which can be made by Meta or third-party developers, have mostly focused on gaming and — more recently — health and fitness, said Jitesh Ubrani, research manager at the analytics firm International Data Corporation. “It has been a bit of a chicken and egg problem, where unless someone invests in content they’re not going to get more

users. And you're not going to get more users until we see more content," he said.

The company announced Wednesday a new entertainment hub that will include with Disney+, along with Hulu to enable VR users to watch movies with immersive special effects.

Meta has also been working toward building consumer-ready augmented-reality-powered glasses, which would put computer-generated images on top of the real world, almost like holograms. Last year, the company debuted Orion, which it billed as the industry's most advanced AR glasses, but made the prototype available only to select audiences.

"Orion obviously isn't yet ready for consumer consumption," said Sag of Moor Insights. "I think their biggest mistake was how much they promoted it. They kind of, I think, confused the market as to ... how ready they are to deploy something like Orion."

In the meantime, Meta, along with the luxury eyewear company EssilorLuxottica, has achieved better success with a series of smart glasses that allow users to take photos, talk on the phone, listen to music or chat with the company's AI assistant. The company has sold 1.4 million smart glasses so far this year, according to estimates from IDC. Meta doesn't separately break out figures.

The company announced Wednesday that it was releasing a second generation version of its Ray-Ban Meta glasses with better battery life and enhanced video capturing abilities. Those glasses are available today at a starting price of \$379.

Separately, Zuckerberg announced a line of performance AI glasses dubbed Oakley Meta Vanguard, which include many of the technical features of its smart fashion glasses but are designed to be worn while pursuing athletic activity. Those glasses will be available for sale in October starting at \$499, according to the company.



Meta CEO Mark Zuckerberg goes for a run wearing the new Oakley Meta Vanguard glasses after presenting the new line of smart glasses, during the Meta Connect event on Wednesday.© Carlos Barria/Reuters

“I’ve taken them out surfing,” Zuckerberg said.

Zuckerberg also said the company is including a feature in its smart glasses that will enable users to turn up the volume on their in-person conversations in noisy environments.

Meta smart glasses have also elicited complaints about privacy. Gen Z social media creators have increasingly aired their concerns publicly, [arguing](#) that the glasses make it too easy to record people without their knowledge or consent, and intrude into everyday life. Meta has said the glasses display a light when someone is recording.

And the company's virtual-reality devices have posed their own policy risks. Last week, two former Meta employees [testified in Congress](#) that Meta had suppressed critical research about the risks children face while using the company's virtual-reality devices, an effort to avoid bad publicity and regulatory scrutiny. Meta has challenged the employees' allegations, arguing the company continues to research youth safety and has long offered VR safety tools.

The hearing followed an [exclusive Washington Post report](#) that analyzed a trove of internal documents turned over to Congress by current and former employees, showing warnings from Meta workers that children were bypassing age restrictions to use the company's virtual-reality services. Meta has challenged the employees' allegations, arguing the company continues to research youth safety and has long offered VR safety tools.

Meta said in July that Reality Labs, its hardware division, lost \$8.7 billion during the first six months of this year, and expenses will [continue](#) to grow. "Those kinds of losses have never much appealed to Wall Street investors looking for quicker, more lucrative returns," said Dan Ives, a Wedbush Securities analyst.

“It’s still a long-term bet, but investors don’t want to hear the word ‘metaverse,’” Ives said ahead of the conference. “I think it’s been very, very slow to develop. They’re losing money like 1980s rock star.”

Topics

- [Week's top](#)
- [Latest news](#)
- [Unread news](#)
- [Subscribe](#)

Science X Account

Sign in with _

[Forget Password?](#)

[Learn more](#)

- Share
- Tweet
- Share
- Email

1. Home
2. Consumer & Gadgets
1. Home
2. Business

-
-
-

SEPTEMBER 19, 2025

_The GIST

Race to make smartglasses relevant heats up again with new tech from Meta and Snap

by Queenie Wong, edited by [Sadie Harley](#), reviewed by [Andrew Zinin](#)

More than a decade ago, pricey smart glasses that allowed people to snap photos, text and browse the web generated a lot of buzz but also resistance.

People who wore Google Glass in 2014 faced backlash over fears that the smart glasses, priced at \$1,500, would secretly record people or make human interactions socially awkward. Two years later, the company behind the disappearing messaging app Snapchat tried selling sunglasses equipped with a camera in vending machines, but the wearable gadget also flopped.

Today, major tech companies—including Facebook's parent company Meta, Google and Snap—are racing once again to entice more people to wear a computer on their face, competing to build what they view as the next big computing platform.

Apple, the maker of the iPhone, and e-commerce giant Amazon are reportedly working on high-tech glasses too. And ChatGPT maker OpenAI this year teamed up with Jony Ive, a former Apple executive known for designing the iPhone, to build new AI devices that will "completely reimagine what it means to use a computer."

The race to develop wearable technology that could become as ubiquitous as smartphones is intensifying as AI assistants become increasingly integrated into people's daily lives. The use of smart glasses, however, is still niche and may take several years to become more mainstream, analysts say.

"We're heading in the right direction. It seems like 2025, 2026, even 2027 will be the years of inflection in the growth trajectory for smart glasses," said Jitesh Ubrani, a research manager at the International Data Corporation who covers wearables.

Consumer adoption of smart glasses is growing. In the U.S., roughly 17% of online adults indicate they've used smart glasses, up 4% compared to last year, a survey Forrester released this year shows.

"While Meta has a head start on AI glasses, competition is champing at the bit," wrote Mike Proulx, a vice president and research director at Forrester in a blog post about Meta's AI-powered glasses. Samsung, HTC and Apple are expected to release smart glasses next year.

Snap, the Santa Monica-based tech company behind Snapchat, is also positioning itself as a contender.

Snap plans to sell more powerful augmented reality glasses in 2026. The company announced this week that it updated the operating system that powers its AR glasses.

Augmented reality technology overlays computer-generated images over the physical world and is used in games like Pokémon Go. It is also used for face filters on apps like Snapchat where people wear digital dog ears or change their hair color.

Meta, which already sells Ray-Ban smart glasses and virtual reality headsets, [showcased its latest smart glasses](#) in Menlo Park, Calif., on Wednesday night.

The lineup: a more advanced pair of Ray-Ban Meta glasses starting at \$379 with a longer battery life, AI assistant and the ability to capture more vivid videos; Oakley Meta Vanguard glasses starting at \$499 designed for workouts; and Meta Ray-Ban Display glasses with a high-tech wristband starting at \$799 that makes it possible for people to send text messages and complete other tasks using subtle hand gestures.

"Glasses are the only form factor where you can let an AI see what you see, hear what you hear, talk to you throughout the day," said Meta's Chief Executive Mark Zuckerberg on Wednesday night at Meta's developer conference. "So it is no surprise that AI glasses are taking off."

During the event, Zuckerberg showcased how donning smart glasses allows him to capture video while walking and running at the same time. He showed how the smart glasses, when paired with a smart wristband, could be used to write and send text by subtly moving one's fingers.

He played music and even tried to take a WhatsApp video call—though that live demo failed.

"We'll debug that later," Zuckerberg said on stage after he couldn't answer the WhatsApp call using the wristband and glasses. "You know, you practice these things like 100 times and then, you know, you never know what's going to happen."

IDC, which provides market intelligence on consumer technology, estimates that Meta accounted for roughly 60% of the global market for display-less smart glasses, along with augmented and virtual reality headsets, during the second quarter of 2025.

From late 2023 to the second quarter of 2025, Meta has shipped more than 3.5 million pairs of its Ray-Ban smart glasses. IDC anticipates the market for smart glasses without displays will grow to 9.4 million in 2025, up 247.5% from 2024 and most of that will be driven by Meta.

Chinese tech companies such as Xiaomi and Huawei also sell smart glasses, but their sales still trail far behind Meta, and they're not as well known in the U.S., according to IDC.

A lot has changed since tech companies released smart glasses more than a decade ago. Artificial intelligence has advanced, paving the way for the development of other types of hardware.

Smart glasses have become more affordable, now in the hundreds of dollars instead of more than \$1,000. And people are less bothered about being filmed in public because that's already happening with smartphones.

Tech companies still have to convince people that smart glasses provide enough value to spend hundreds of dollars on. And consumers, accustomed to whipping out their smartphones to record everything, might have to change their behavior.

"In some ways, we're kind of returning to behaviors that were more natural," Ubrani said. "Voice is a very natural user interface, as are hand gestures."