

RAY-BAN | META BROCHURE
DISCOVER THE SECOND GENERATION

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OFFER

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.

ICONIC STYLE MEETS META AI

In 2023 with the launch of the Ray-Ban Meta glasses (Gen 1) we redefined the wearables category – from novel accessory to most-wanted fashion tech that unites iconic style and legendary technology. These AI glasses introduced a new way to capture photos and videos, listen to music, make hands-free calls, or ask Meta AI questions on-the-go, freeing users from their phone screens.

For this second generation of Ray-Ban Meta glasses (Gen 2), every feature has been enhanced and streamlined so that customers can connect and share without limits.

The camera quality has been improved, the battery life has been made longer and also the META AI experience has been enhanced to help you flow through your day analyzing your surroundings and providing context-rich suggestions in real time.



LIVE FORWARDS WITH ICONIC STYLE

RAY-BAN META'S TARGET AUDIENCE IS STYLE FORWARD + TECH ENTHUSIASTIC

Ray-Ban Meta's (RBM) target audience want to feel confident in what they wear and how they show up in the world and pride themselves on being tech-engaged.

This audience strives to get more out of life and desires new experiences and spending time with loved ones.

They are constantly on-the-go, and interested in using AI glasses to take photos/videos while traveling, interact with someone who speaks a different language, and learn more about what they see in front of them



THE MOST STYLISH AI GLASSES, ENHANCED

	 META AI	 CAMERA	 BATTERY	 AUDIO	32 GB MEMORY	 CONNECTIVITY	 HARDWARE
 GEN 1	Voice responses Text translation Live translation	1080p+ video resolution at 30 FPS Ultra wide 12 MP camera Adjustable stabilization for 1080p+ 30fps videos Up to 60fps at 1080p	Up to 4 hours of use on a single charge Additional 32 hours with charging case	5 mic system with immersive audio recording 3.5 hours continuous audio 4 hours continuous phone calls	32GB 500+ photos (3 frame burst) 100+ videos (30s)	Bluetooth 5.3 WiFi 6	Water resistance IPX4
 GEN 2 NEW	Voice responses Live AI (US/CA) Text translation Live translation Meta AI is always evolving	Up to 3K video resolution at 30 FPS Ultra wide 12 MP camera Adjustable stabilization for 1080p+ 30fps videos Up to 60fps at 1080p 10% faster transfer time from glasses to phone	Up to 8 hours of use on a single charge Additional 48 hours with charging case	5 mic system with immersive audio recording Up to 5 hours continuous audio 5.5 hours continuous phone calls	32GB 1000+ photos (3 frame burst) 100+ videos (30s)	Bluetooth 5.3 WiFi 6	Water resistance IPX4

PRODUCT FEATURES

PRODUCT PILLARS

ICONIC DESIGN + NEW STYLE

3 styles // 23 SKUs available //
4 Spring Summer color capsules SKUs

Available April 14, 2026



* Please note that the product colors
may differ from the original ones.

STREAMLINED CHARGING CASE

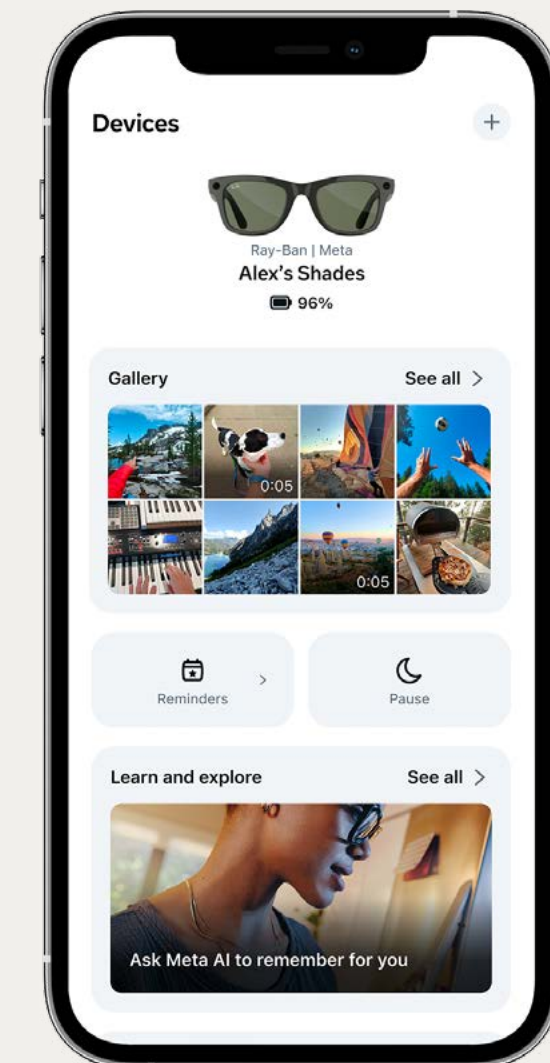
Spend more time living and less time
charging with 8 hours of battery life.
More photos, videos and longer AI
sessions with Meta AI.

8 hours battery life on full charge +
additional 48 hours with charging case =
64 hours total



META AI APP

Set up and manage your glasses, import
and share media, explore features, and
chat with the built-in Meta AI assistant.
The Meta AI app is required to support
your glasses experience.



KEY FEATURES



LISTEN

Listen to music and more with discreet open-ear speakers that deliver rich, quality audio without blocking out conversations or the ambient noises around you.



LIVE

HANDS FREE COMMS**

Send text or voice messages, make phone calls, and take video calls hands-free all from your AI glasses. It's great for work calls on the go, sharing epic views while on vacation, or video calling your parents to make sure you're getting that family recipe just right.

** Hands free video calling available on WhatsApp, Messenger, and Instagram. Calling on WhatsApp, Messenger, and Instagram may not be available in the UAE.



CAPTURE

Capture photos and videos hands-free with an ultrawide 12 MP camera. With improved 3K ultra HD video quality you can record sharp memories with rich details.

LIVE TRANSLATION

With live translation, seamlessly explore new countries or connect with people who speak different languages. Converse in real-time between French, Italian, Spanish, English and more. Translations are audible through your glasses and visible as a transcript on the Meta AI app, helping you connect effortlessly without Wi-Fi.



META AI*

Chat with Meta AI to get on-the-go suggestions, answers and reminders. Simply ask your AI glasses to brainstorm recipes for tonight's dinner as you wander the grocery aisles. Or remind you where you parked.

* Certain Meta AI features only in select countries and languages. Please check local availability. Meta account and Meta companion app required. For ages 13+ only. Requires compatible phone with Android or iOS operating system plus wireless internet access. Features, functionality and content are subject to change or withdrawal at any time. Additional account registration, terms and fees may apply. Software updates may be required. Performance may vary based on user location, device battery, temperature, internet connectivity and interference from other devices, plus other factors. User must comply with all applicable local laws and regulations, especially relating to privacy. May interfere with personal medical devices. Check manufacturer "<https://www.meta.com/help/smart-glasses/articles/legal-and-privacy-information-smart-glasses-warranty-and-safety/>" Safety & Warranty Guide and "<https://www.meta.com/smart-glasses/#faq>" FAQs for more product information, including "<https://www.meta.com/en-gb/help/smart-glasses/articles/ray-ban-meta/battery-life-ray-ban-meta-smart-glasses/>" battery life.

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 amazon music, Apple Music, spotify tap™, and more. 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

CAPTURE HANDS-FREE 3K ULTRA HD VIDEO

Capture what you see and hear without taking out your phone. Say “Hey Meta, take a photo” to capture vivid photos while keeping your hands free to walk the dog. For life's important moments, the ultrawide 12 MP camera now captures high quality 3K ultra HD videos with precision and clarity.

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

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).

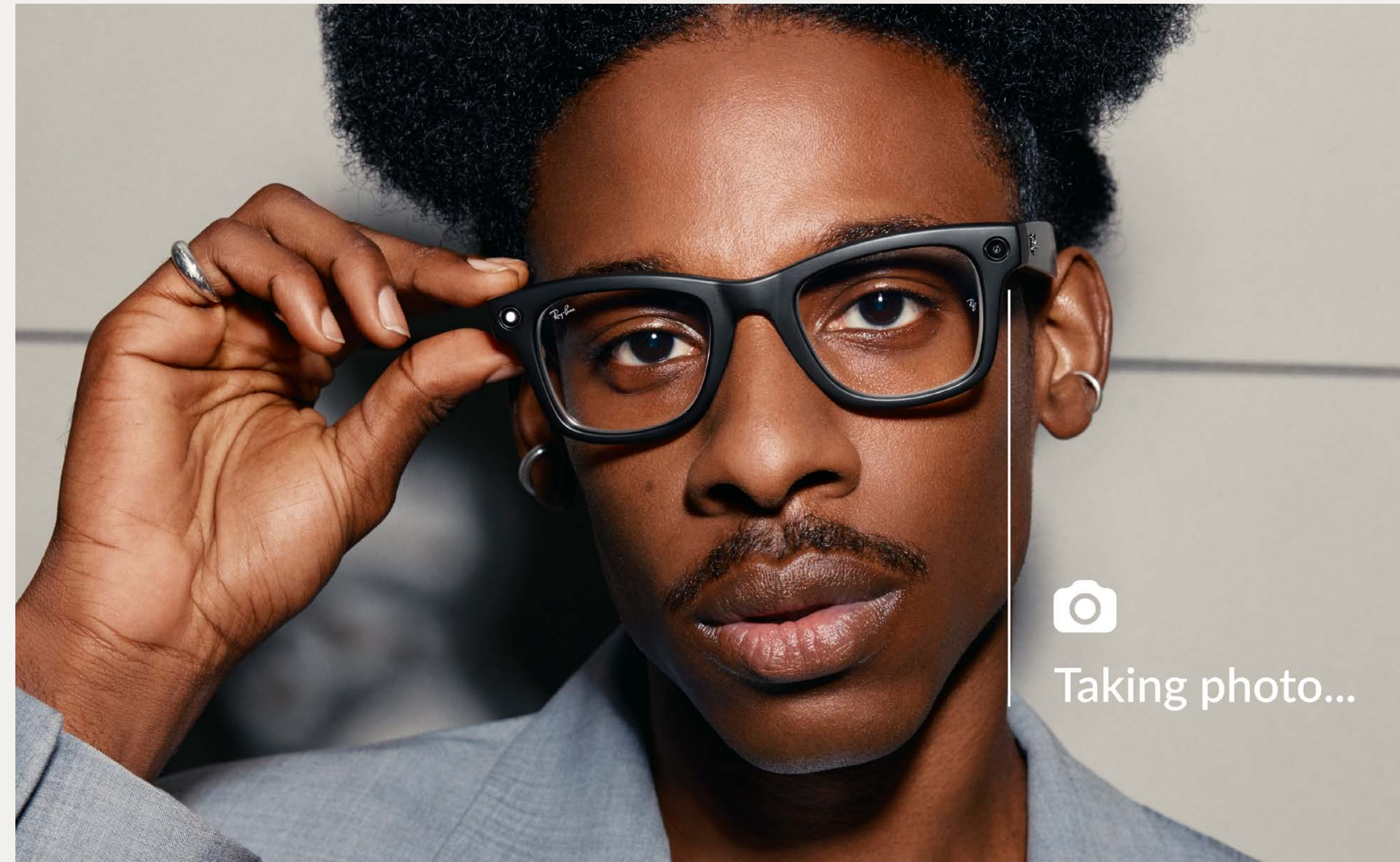


SHARE PHOTOS

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

Now you can send photos to your friends on
Messenger, WhatsApp, Instagram, and your phone's
native messaging provider directly from your Ray-Ban
Meta glasses using just your voice.

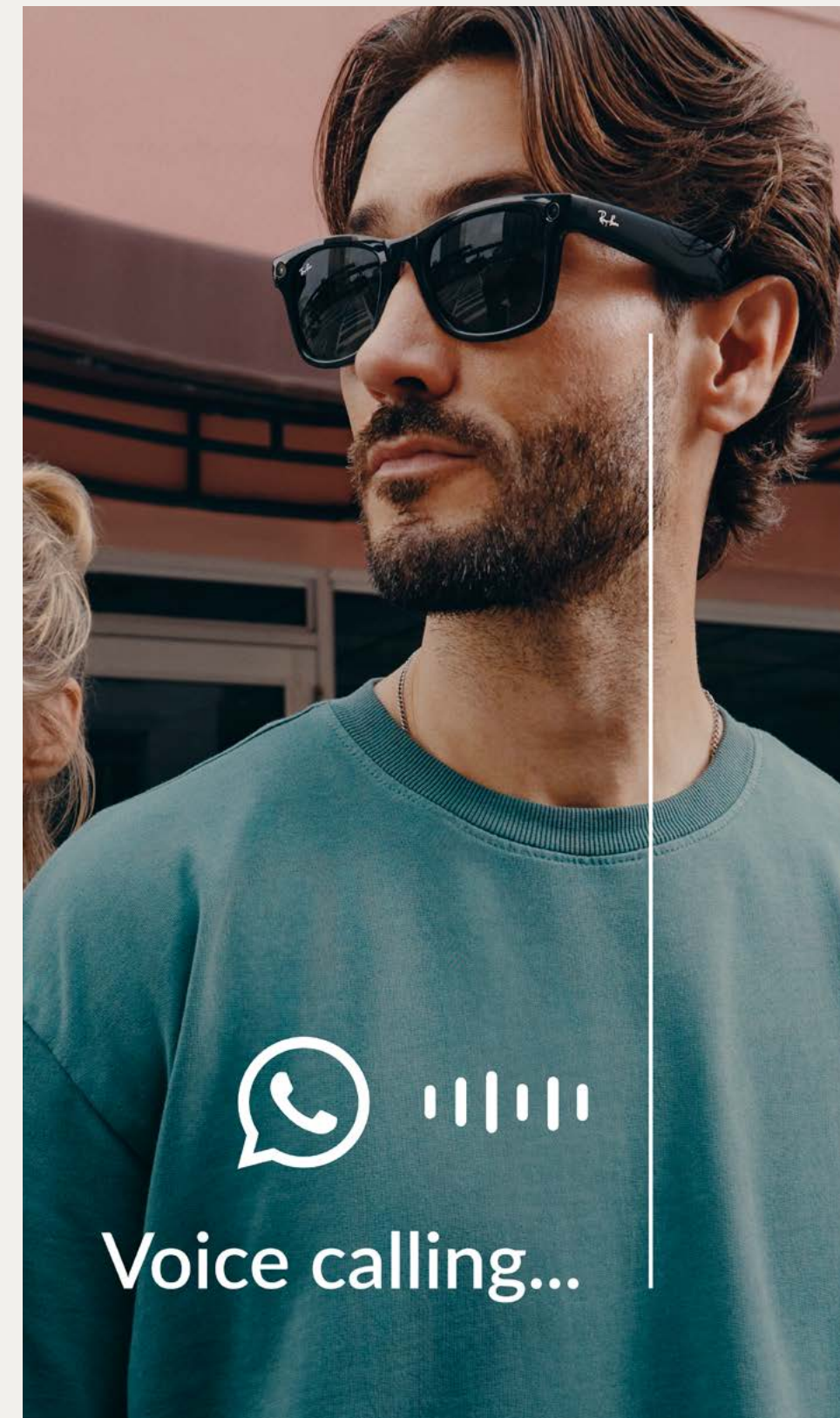
Say “Hey Meta, send photo to [friend or group chat] on
Messenger/WhatsApp/Instagram”.



CALL

ON WHATSAPP, MESSENGER,
AND YOUR PHONE

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



POV/VIDEO CALLING

Instantly flip between your phone's camera and the hands-free POV camera, giving the person you're calling a whole new view. It's great for moments when you want to show exactly what you see hands-free, like sharing an epic view on vacation, or getting on-the-fly cooking tips while you're busy chopping.



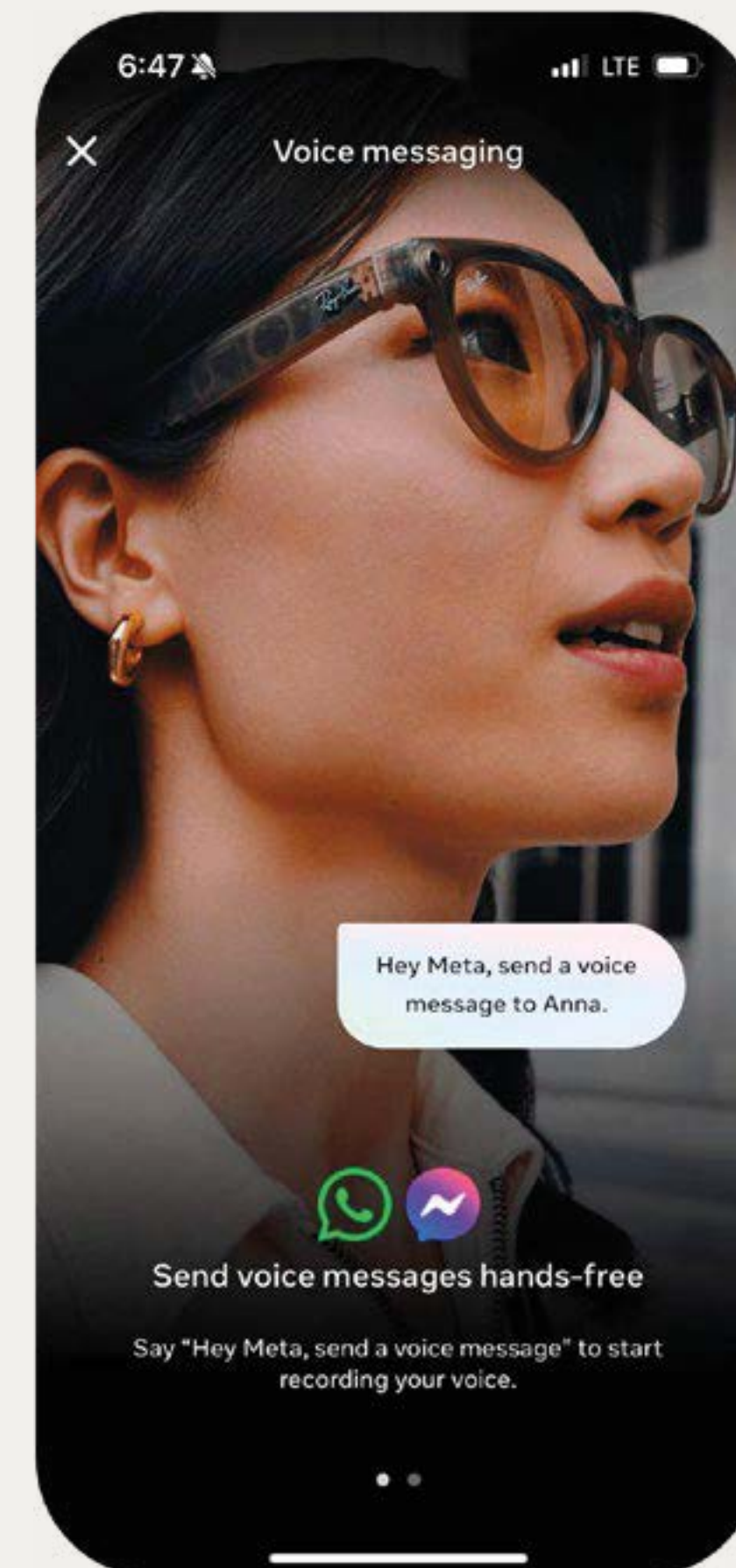
*Calling on WhatsApp, Messenger, and Instagram may not be available in the UAE.

VOICE MESSAGING

Send and receive voice messages hands-free with WhatsApp, Facebook Messenger or Instagram Direct. Ask Meta to send a voice message, then record a spoken message up to 1 minute without having to take out your phone. It's a great way to stay immersed in the present while connecting with others in a more personal and expressive way.

- Send: "Hey Meta, send a voice message to Mark on WhatsApp/Messenger/Instagram."
- Receive: "Voice message from Pavan"
"Hey meta, play message"

Available in all RBM markets now. Users must connect their phone, WhatsApp, Messenger and/or Instagram accounts to send and receive text messages Voice messaging only available on WhatsApp, Messenger and Instagram.



CAMERA TECH SPECS:

TECH SPECS:

Up to 3K video resolution at 30 FPS
Ultra wide 12 MP camera
Adjustable stabilization for 1080p+ 30fps videos
Up to 60fps at 1080p
10% faster transfer time from glasses to phone.
Video res. 1440 x 1920 pixels
@ 30fps
Video capture up to 60s
Field of View: DFOV 100°, VFOV 86°, HFOV 70°
Auto adjusts to the light for consistently high quality images
Your glasses have 32 GB of local storage, providing space for up to 100 videos (30 seconds each) and 1000 photos (3 frame burst). Content can be downloaded by seamlessly connecting to the Meta AI app.

PRIVACY

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



AUDIO TECH SPECS:

TECH SPECS:

AUDIO

2x Custom-built
open ear Speakers
5x Digital microphone array
to capture Spatial Audio
76.1dB(C).
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 eight hours with a single charge, and up to 48 hours with a fully charged case. In total you can get up to 56 total hours of battery life across the fully charged glasses and case. The number of hours varies according to how you're using the features.

2

ARE MY RAY-BAN META GLASSES WATERPROOF?

Ray-Ban Meta 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.

META AI EXPERIENCE

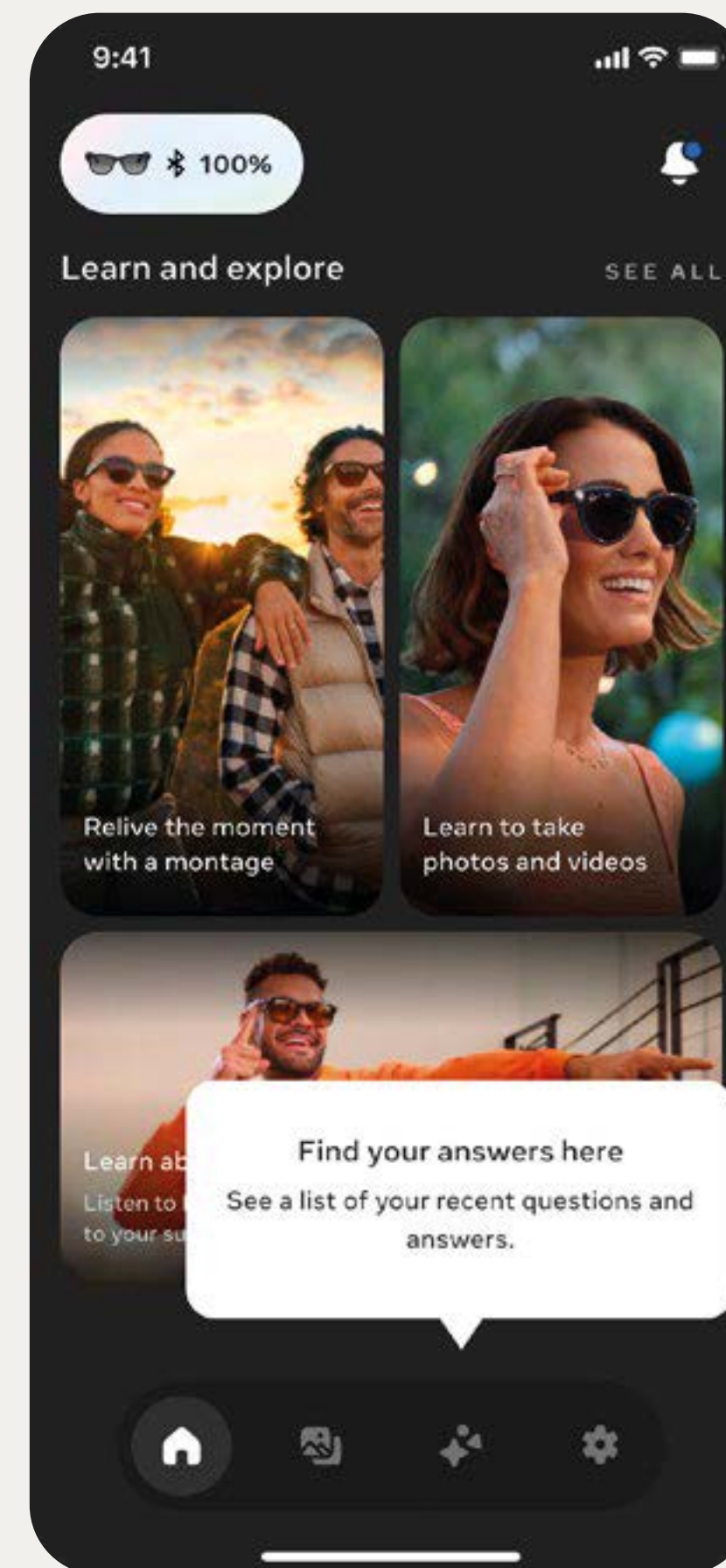
HISTORY TAB

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

HISTORY 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.

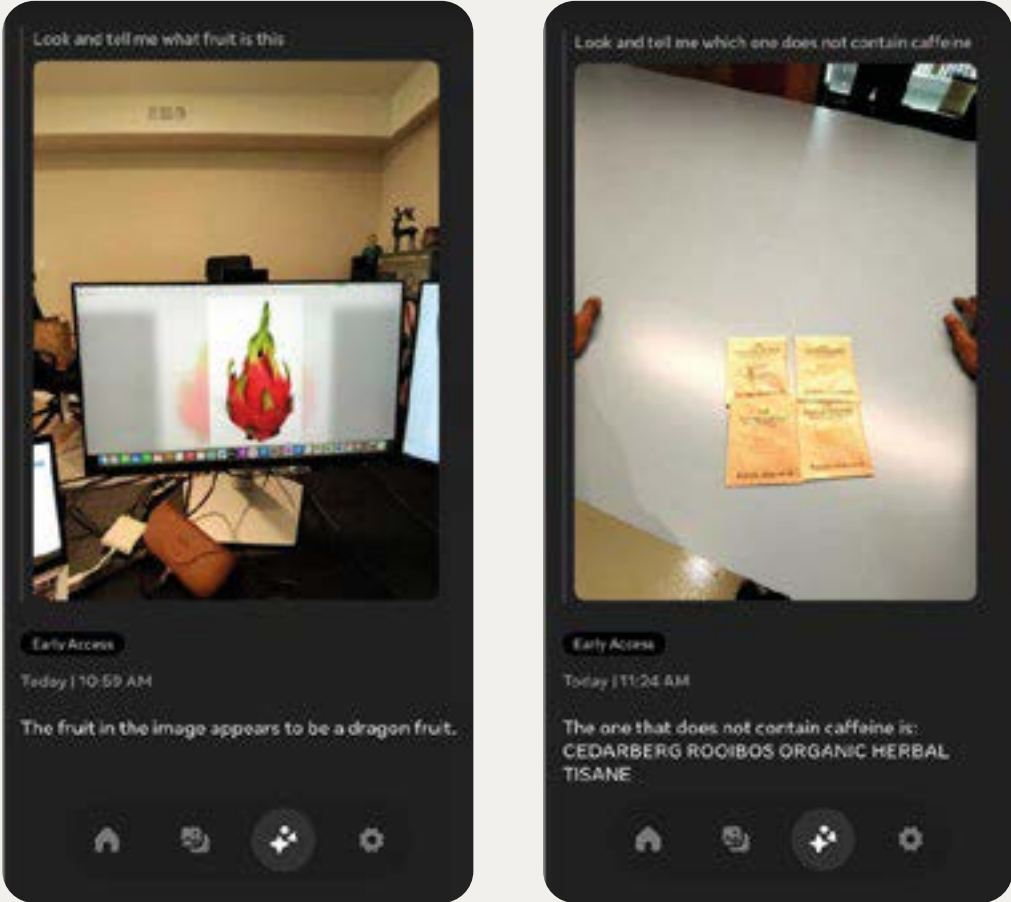


META AI

OBJECT IDENTIFICATION

Identify objects or describe what you're looking at

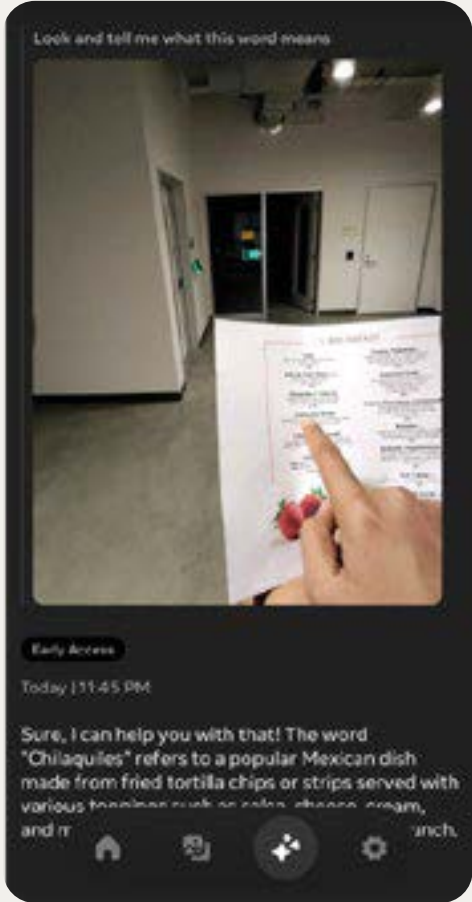
- “Hey Meta, what does this fruit taste like?”
- “Hey Meta, how often should I water this plant?”
- “Hey Meta, what am I looking at?”



TEXT TRANSLATION

Translate text and signs around you

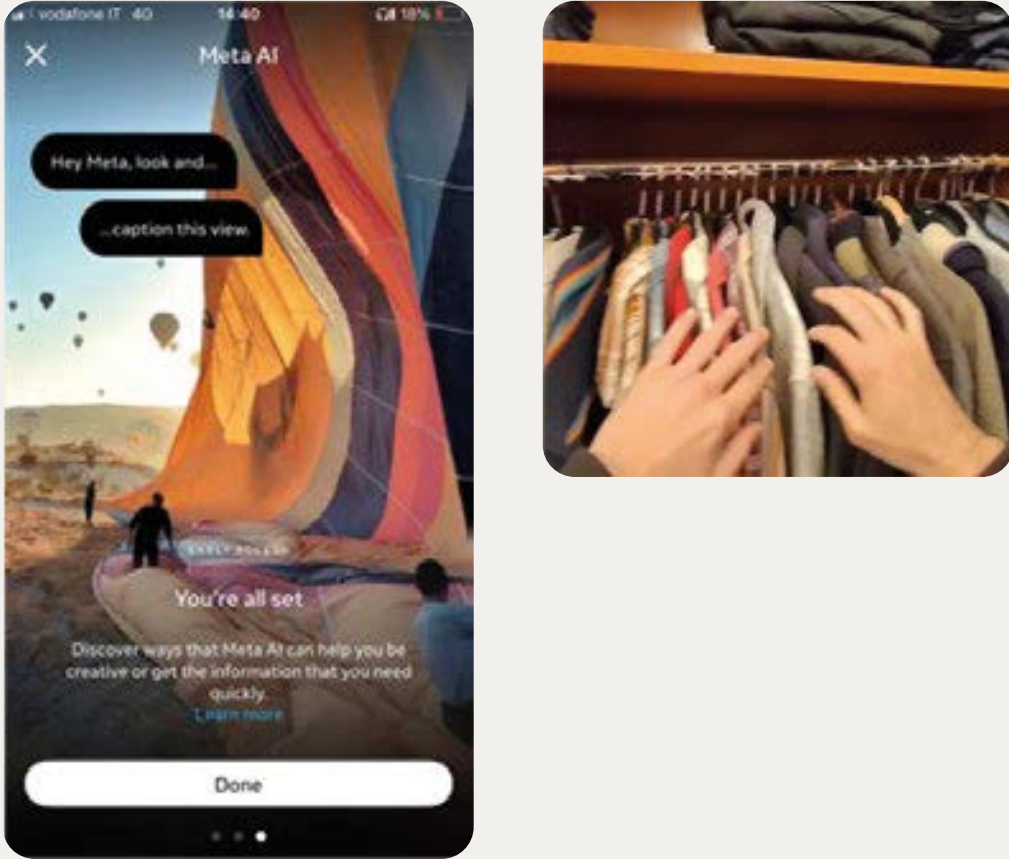
- “Hey Meta, tell me what this word means”
- “Hey Meta, translate this text”



RECOMMENDATIONS

Get creative recommendations on the go

- “Hey Meta, caption this view”
- “Hey Meta, tell me a good recipe to make from these ingredients”



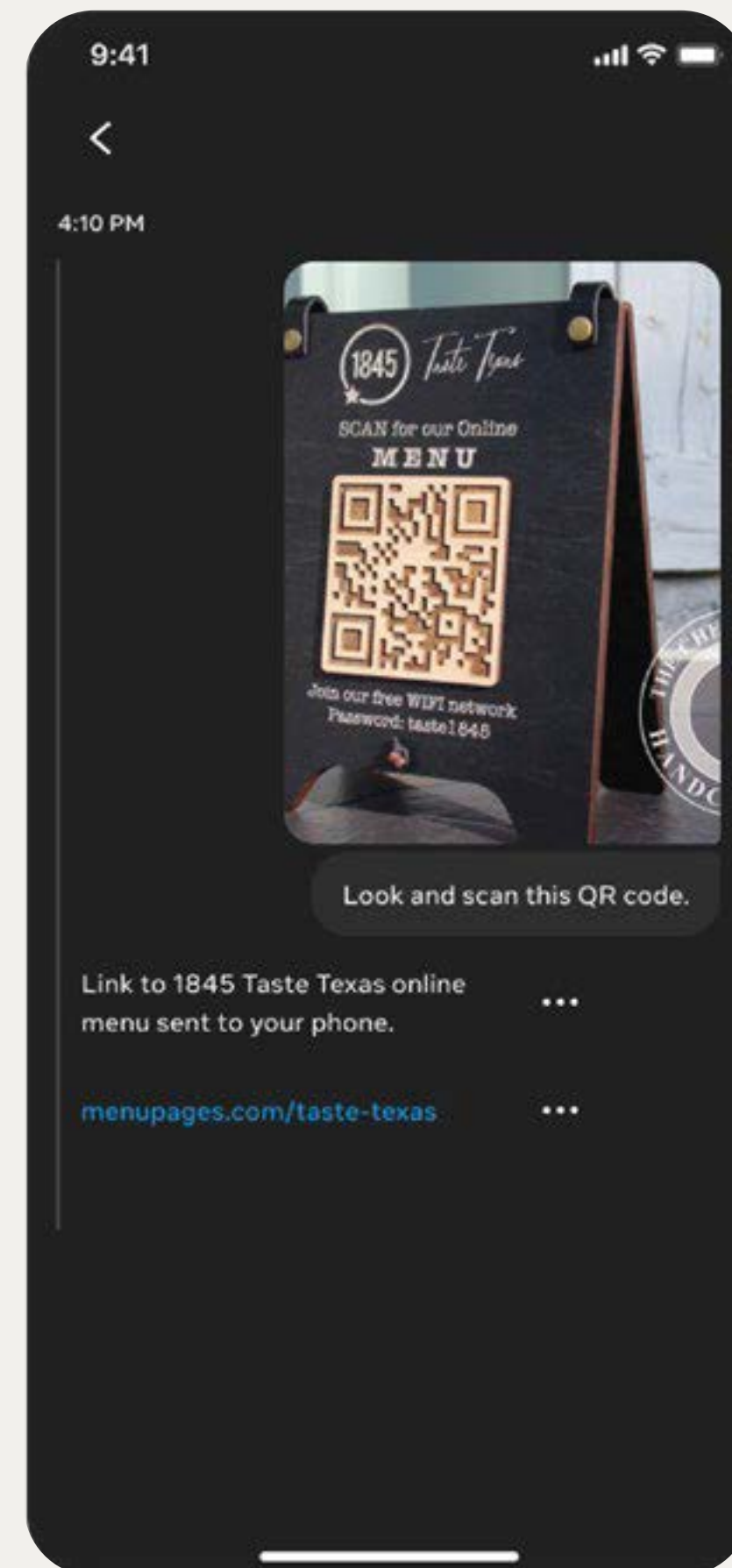
TEXT ACTIONS

Interact with text you see in the world. Engage with written text in new and helpful ways with Text Actions.

When prompted, your glasses will analyze what you're looking at, then extract and interpret the text or numbers within the scene.

Call the number on a business card, summarize long text on a sign or turn the writing on a poster into a haiku.

You can even translate text to the language of your choice or scan a QR code to get information about what it unlocks. It's a simple tool that streamlines complex tasks.



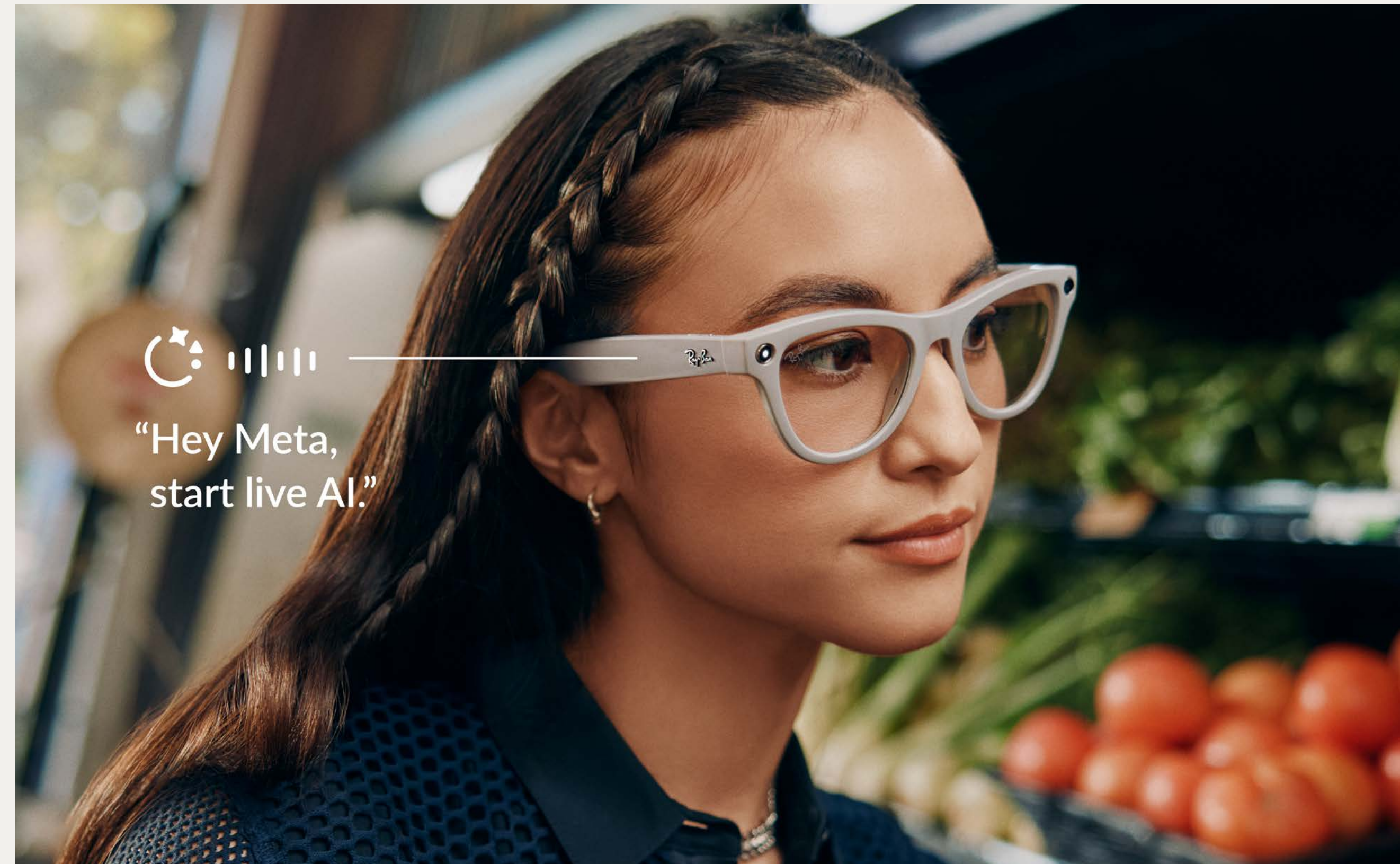
Certain Meta AI features only in select countries and languages. Please check local availability.

LIVE AI

Converse naturally with Meta AI while it understands the context around you. Whether it's touring a new city, meal planning at the grocery store, or styling your wardrobe, Meta AI sees what you see to help you with your daily activities. Without wake words or pauses to take pictures for analysis, live AI's quick context-rich responses allow users to have more natural conversations.

— “Hey Meta, start Live AI”

A Live AI session will last about 30minutes on a full charge.



*Certain Meta AI features only in select countries and languages. Please check local availability.

REMINDERS

Save info on the go and remember details you see with Ray-Ban Meta. Ask Meta AI to remember important information and tasks on the go and get reminded at the right time later. You can easily search information you’ve captured with Ray-Ban Meta with your voice at any time.

Ask Meta to capture information most important to you like,

- “Hey Meta, remember this parking spot number”
- “Hey Meta, remind me to buy this tomorrow”

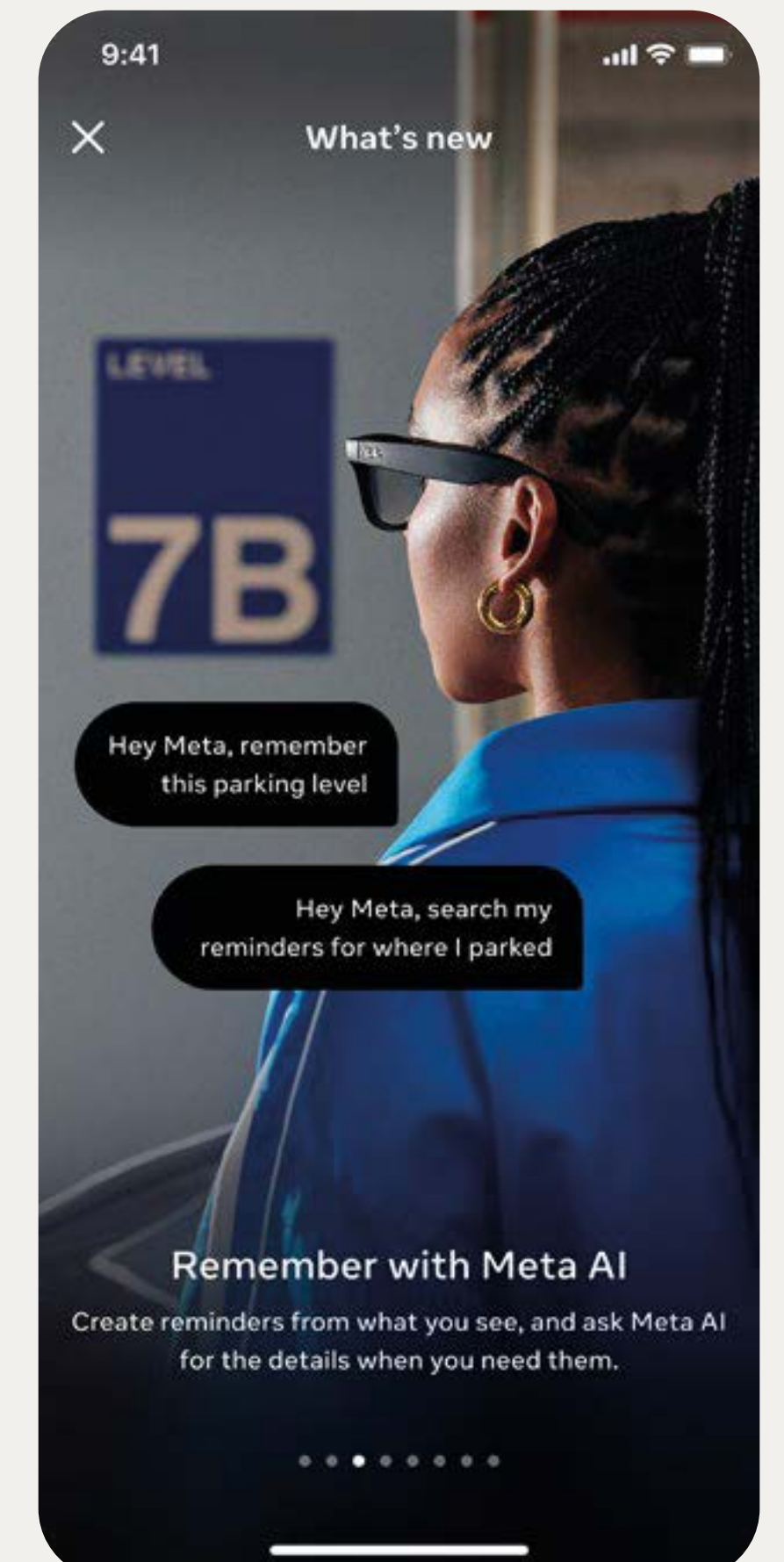
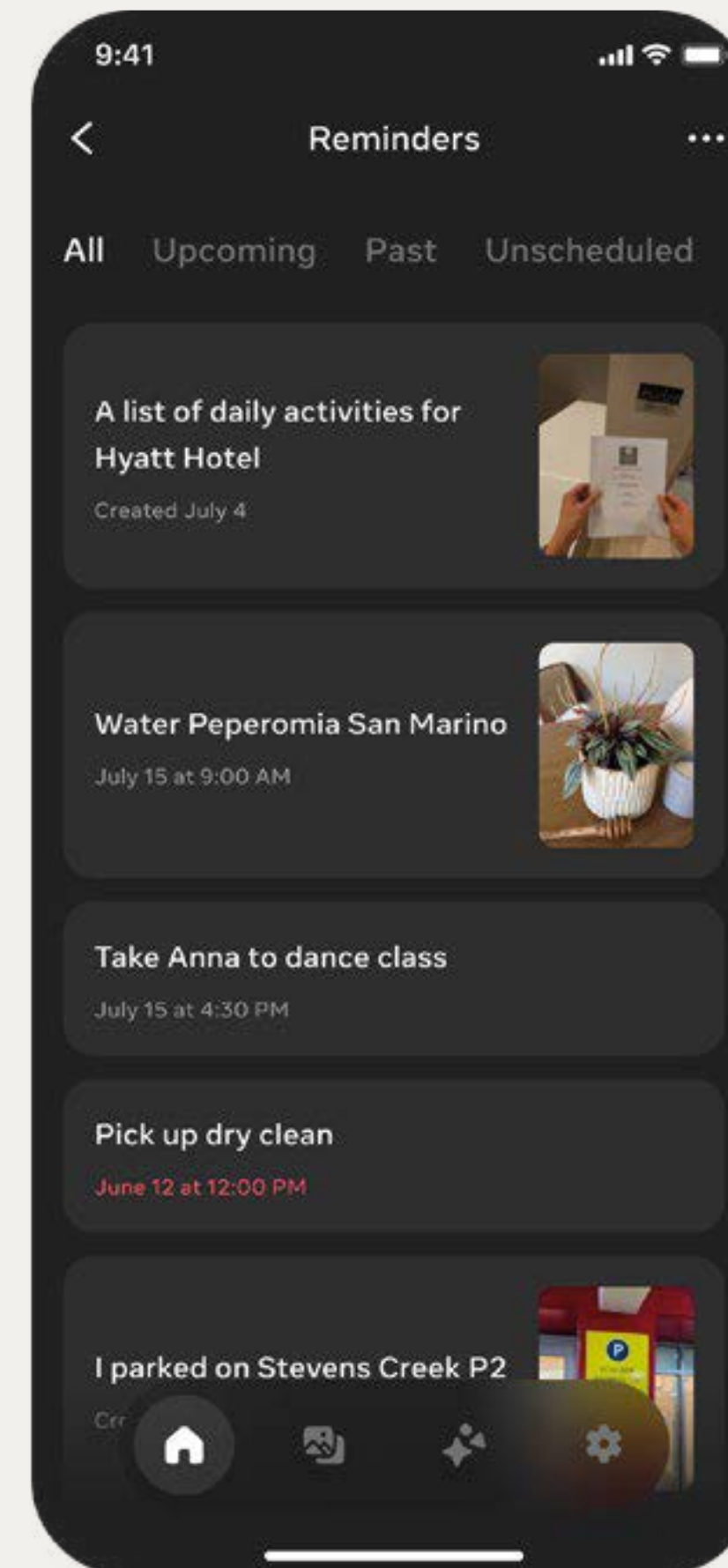
Meta will capture a photo and extract the important information for you so you can stay hands free and in the know.

You can search your reminders at any time just by asking,

- “Hey Meta, search my reminders, what do I need to buy tomorrow?”
- “Hey Meta, what’s my parking spot number?”

Stay in the moment and capture all the information you need hands-free with Reminders on Ray-Ban Meta.

Certain Meta AI features only in select countries and languages. Please check local availability.



LIVE TRANSLATION

With live translation, you can have a conversation with someone who speaks another language and hear translations in real time between French, Italian, Spanish, English, Portuguese, German, and more. Translations play back through the open ear speakers on your glasses and are viewable as a transcript on the Meta AI app. It's great for exploring a new country in a deeper way and connecting with new friends.

To start, say

— “Hey Meta, start live translation”

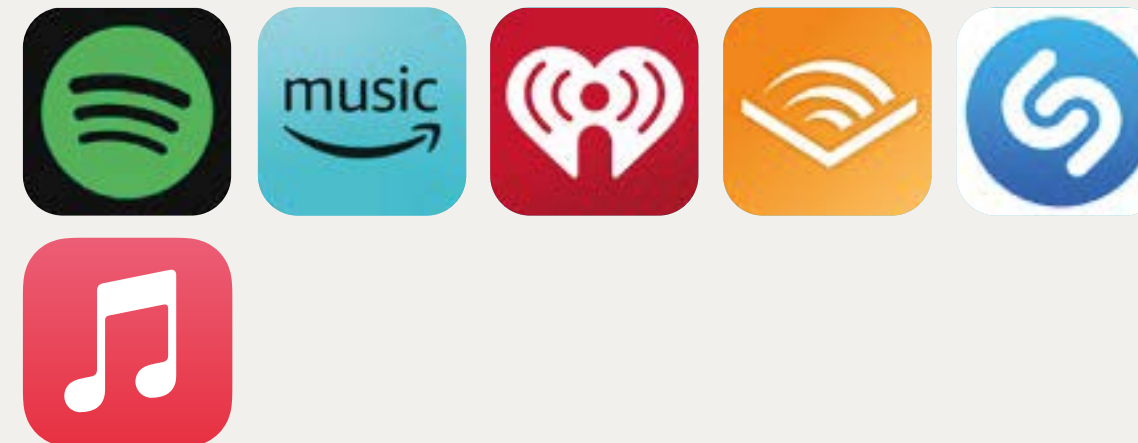
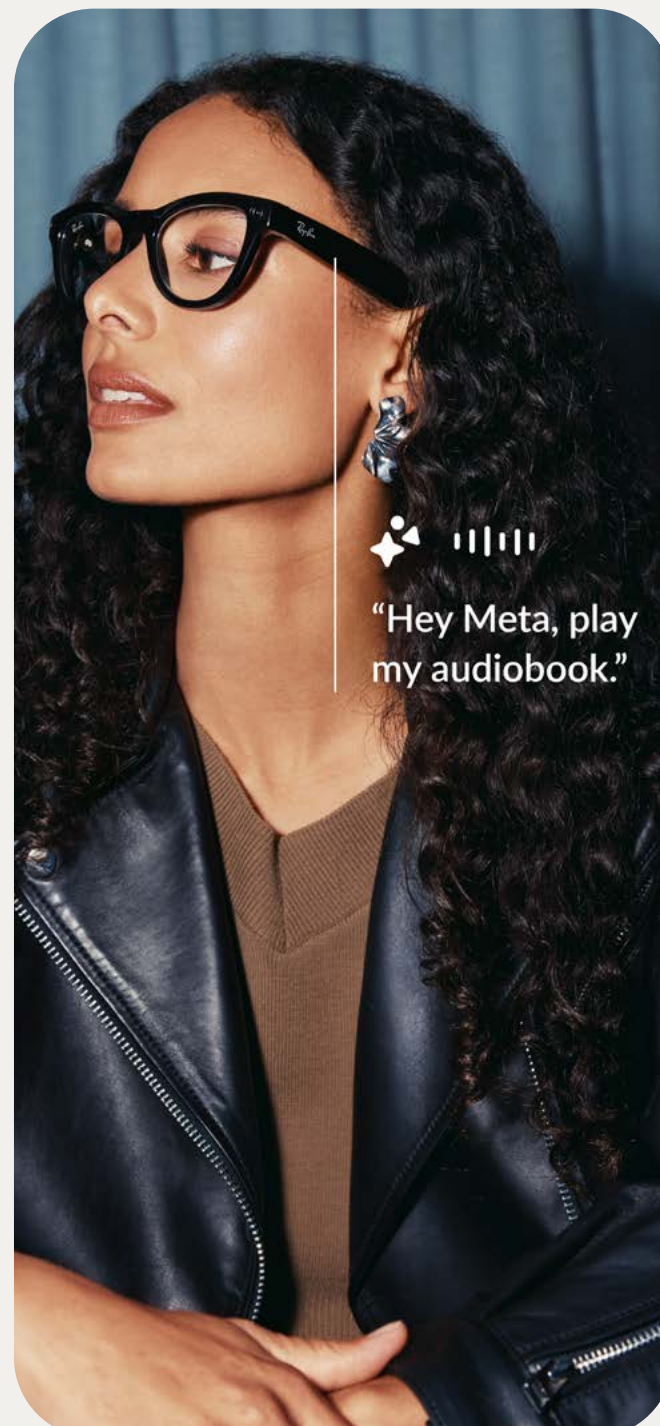
or initiate directly from the Meta AI app.

Live translation does not require network or internet connectivity. Simply download a language pack before you go and you can use it while traveling.

Certain Meta AI features only in select countries and languages. Please check local availability.



PARTNERSHIP



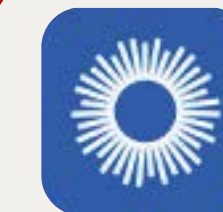
SPOTIFY, AMAZON MUSIC, IHEARTRADIO, AUDIBLE, SHAZAM, APPLE MUSIC

Expand search and initiating audio playback across more popular services. Control media & save progress. Identify song playing in ambient environment (Shazam).

- “Hey Meta, play Taylor Swift on Spotify.”
- “Hey Meta, what song is this?”

More ways to initiate and control over music across popular services.

* Apple Music, Audible, iHeartRadio, Shazam: Available in the US in English only. Spotify & Amazon Music: Available in all territories in English only.



BE MY EYES

Call a Volunteer connects those who are blind or low vision with a Be My Eyes’ sighted volunteer who can assist in helping with everyday tasks, like adjusting a thermostat, or sorting and reading mail. Say "Hey Meta, call a volunteer on Be My Eyes" and your glasses will start a hands-free video call with a sighted volunteer who can see through the POV video camera on your behalf. Get the help you need in real-time while your hands remain free to complete your daily tasks.

- Start from glasses: "Hey Meta, start Be My Eyes"
- Launch a session through Be My Eyes app

English language support in 21 Markets in September: US, CA, UK, AU, FR, IT, ES, IE, AT, BE, IN, MX, SE, DK, FI, DE, NO, UAE, NL, BR, CH

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 AI glasses enable you to live in the moment and share how you see the world. Listen, call, capture and 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 AI 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 all while staying present in the moment. The Headliner shape is a hybrid of the Wayfarer and the Round, bringing together the best of two icons. Available in a low-bridge fit for petite and flatter noses..



SKYLER STYLE

Ray-Ban Meta Skyler AI glasses are designed to unlock new possibilities in how you see the world. The lightweight frame is integrated with AI-enhanced wearable tech, so you can listen, call, capture without disconnecting from what's happening around you. Drawing on our 60s archive and the Golden Age of air travel, the Skyler shape is inspired by an era of iconic jet-set style. Its wider front and gentle curves are designed to suit most faces.



SPRING SUMMER 2026 COLOR CAPSULES

With three new seasonal colors, there's something for everyone. Coming this spring, you can show up in style and stay on trend with our limited-time-only glasses. Explore Transitions® Lenses in all three styles, whether you choose the Wayfarer Shiny Transparent Grey, Skyler Shiny Peach, or Headliner Matte Peach, you can go from day to night without having to change your look.



**WAYFARER SHINY TRANSPARENT GREY
WITH TRANSITIONS® GEN S™ SAPPHIRE LENSES**



**HEADLINER MATTE PEACH
WITH TRANSITIONS® GEN S™ GREY LENSES**



**SKYLER SHINY PEACH
WITH TRANSITIONS® GEN S™ BROWN LENSES**

Transitions®

RAY-BAN META GLASSES, BEST PAIRED WITH TRANSITIONS® ULTRA DYNAMIC LENSES

Ray-Ban Meta glasses with Transitions® lenses come together in a seamless fusion of innovation, cutting-edge tech, and style, creating the ultimate eyewear to see beyond and make the most of each moment in any light.

Transitions® lenses adapts to light with no compromise on vision & style. They are ideal for those who want to enjoy seamlessly their Ray-Ban Meta glasses all-day long and get freedom of movement indoors and out.



Transitions®

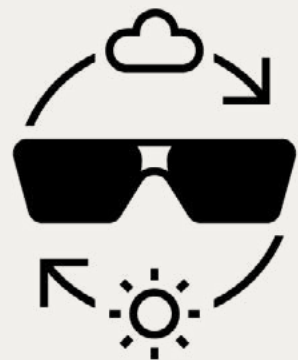
FREEDOM OF MOVEMENT

Ray-Ban Meta with Transitions® lenses fit your dynamic life for a freedom never experienced before.

Transitions® lenses are the perfect everyday lenses they seamlessly adapt to changing light conditions from fully clear indoors to fully dark outdoors.

2X MORE USED⁽¹⁾ Their ultra-dynamic performance enhance the Ray-Ban Meta experience, with wearers enjoying it twice as much as those with clear lenses.

Listen, capture, call and use the assistance of Meta AI anytime and anywhere, all day long.



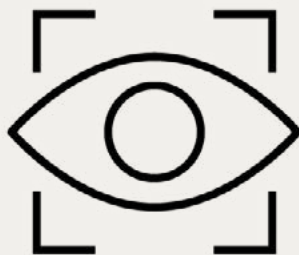
- ADAPT AMAZINGLY FAST TO LIGHT
- OPTIMAL REPONSIVENESS EVERY TIME, EVERYWHERE
- ALL DAY WEAR - INDOORS AND OUT

SEE BEYOND

The most advanced AI glasses paired with the ultra-dynamic lenses, to ease your vision and your life.

Ultra-responsive to light, Transitions® lenses ensure continuous visual performance in harmony with varied and challenging light environment.

Transitions® lenses are designed to filter blue-violet light indoors and outdoors and blocking 100% UVA & UVB rays⁽²⁾.



- EFFORTLESS VISION EXPERIENCE
- ULTRA RESPONSIVE TO LIGHT
- ULTIMATE LIGHT PROTECTION⁽³⁾

SELF EXPRESSION

Ray-Ban Meta glasses paired with Transitions® lenses, iconic style with beautiful lens colors for endless pairing possibilities.

All colors have been designed to be true to tone at all times, offering vibrant tints regardless of the light or environment.

While being clear indoors, and beautifully outdoors, Transitions® lenses provides endless possibilities or pairing to complement any look.



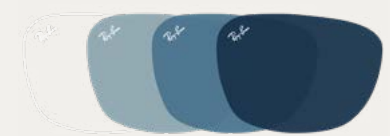
- LARGE PALETTE OF COLORS
- TRUE TO TONE AT ALL STAGES
- ENDLESS PAIRING POSSIBILITIES

(1) Meta User frequency analysis H1 2024. (2) For polycarbonate and CR39 lenses across colours. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018). (3) Block 100% UVA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses.

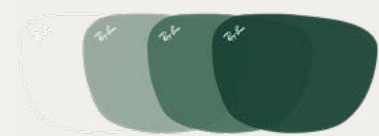
Transitions®

HOW TO PAIR TRANSITIONS® LENSES

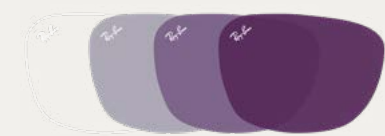
8 TRANSITIONS® LENS COLORS



Sapphire



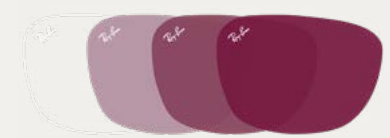
Emerald



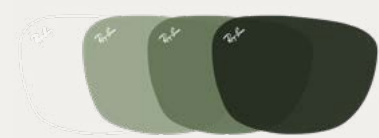
Amethyst



Amber*



Ruby*



Graphite Green



Grey



Brown*

*Colors available only in prescriptions

3 PAIRING RULES

TONE ON TONE

A RADIANT LOOK THAT TRULY
STANDS OUT AND CAPTIVATES.



THE EASY

The same frame and lens
tints on the color wheel

COLOR BLENDING

A REFINED, EFFORTLESSLY
STYLISH LOOK



THE SOFT

Similar frame and
lens tints

COLOR CONTRAST

THE TOUCH FOR AN
INTUIVE SENSE OF STYLE



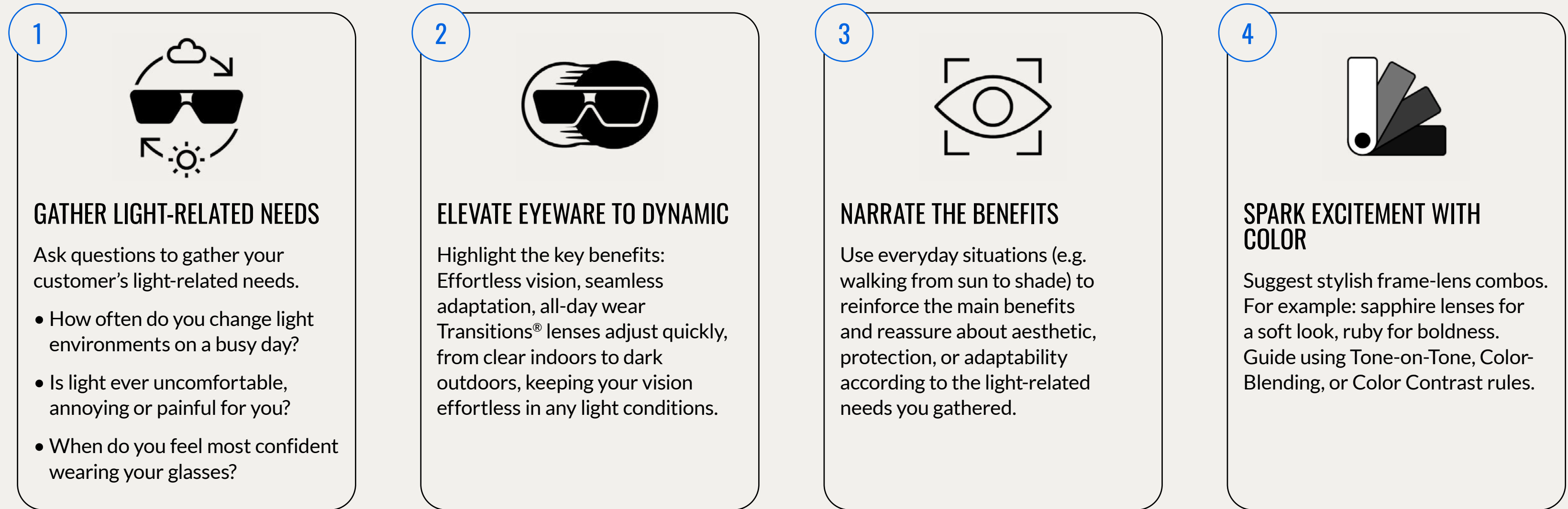
THE BOLD

Different frame and
lens tints

Transitions®

HOW TO RECOMMEND TRANSITIONS® LENSES

Here's a simple and effective way to recommend Transitions® lenses highlighting the vision benefits, bringing them to life with real scenarios, and creating excitement through personalization.



ACCORDING TO PROFILES

Best paired with Transitions® lenses, Ray-Ban Meta glasses strongly resonate with a variety of profiles — from always-on-the-go intenders and tech enthusiasts to fashion lovers.

How to recommend to "always on the go" intenders?

"I have something for you to fit your dynamic life and give you a freedom you have never experienced before with your glasses"

Ask questions to learn about their lifestyle and use relatable experiences to reinforce freedom of movement and vision comfort inside and out.

How to recommend to tech passionate?

"This is cutting-edge tech designed to enhance your life with AI and ultra-responsive to light lenses"

Lead with the key benefits of effortless vision and Meta AI. Dive into the tech behind the product.

How to recommend to fashion fans?

"A pop of color powered by cutting-edge technology can define your style and change everything. Let me help you find the perfect pairing to turn heads"

Spark excitement through color! Help them discover their favorite pairing combination, whether they tend to go easy, keep it soft, or go bold.

Transitions®
Gen S™

Transitions® GEN S™, our perfect everyday lenses are ultra-responsive to light, offer a spectacular color palette and an effortless vision. Adapting seamlessly to light, they are ideal for those who want to enjoy their Ray-Ban Meta glasses all-day long and get freedom of movement indoors and out.

OUR BEST EVERYDAY LENS



Effortless vision



Long lasting
photochromic
performance



Amazingly fast



Darkens in seconds⁽⁹⁾



Fully clear indoors



Block 100% UVA & UVB
rays. Filters blue-violet light
indoors & outdoors⁽¹⁰⁾

GEN SPEED™ ULTRA RESPONSIVE TO LIGHT

Transitions® GEN S™ activates in seconds outdoors⁽²⁾ and is fully clear indoors. Transitions® GEN S™ provides an improved long lasting photochromic performance^(*3) over time.

88% wearers agreed that Transitions® GEN S™ adapted so fast to light that they didn't or barely noticed the changes^(*4)

GEN STYLE™ SPECTACULAR COLOR PALETTE

Transitions® GEN S™ s available in 8 vibrant colors, including a brand-new addition: Transitions® GEN S™ ruby. Every lens color stays true to tone across activation, delivering thousands of stunning mid-tints and endless pairing possibilities.

87% wearers liked the way they looked when wearing Transitions® GEN S™ lenses^(*5)

GEN SMART™ EFFORTLESS VISION EXPERIENCE

Transitions® GEN S™ ensures a continuous visual experience in harmony with changing light environments. Transitions® GEN S™ provides an ultimate light protection⁽⁶⁾, blocking 100% UVA & UVB rays and filtering up to 32% blue-violet light indoors and up to 85% outdoors⁽⁷⁾.

91% wearers agreed that their vision felt natural in all light conditions^(*8)

Full Transitions® lenses Portfolio available in RX

Tests carried out using grey lenses. Photochromic performance may vary across colors and lens material. (1) For grey lenses in the clear to dark (category 3) photochromic category. Transitions® GEN STM lenses fade back faster to 70% transmission while achieving less than 14% transmission when activated at @ 23°C – (2) For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C. – (3) For grey CR39 & polycarbonate lenses, compared to the previous generation. - (4). Wearers test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S , 133 respondents. - (5) Wearers Test conducted by an external market research agency in the US in Q1, 2023, Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S , 135 respondents. – (6) Block 100% U VA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses. – (7) For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) – (8) Wearers Test conducted by an external market research agency in the US in Q1, 2023 with Rx lens wearers wearing 1.67 index lenses with a premium anti-reflective coating in grey Transitions® GEN S , 133 respondents. (9) For polycarbonate & CR39 lenses across colors achieving 18% transmission at 23°C. 10. For polycarbonate and CR39 lenses across colors. Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018)

THE ASSORTMENT

ASSORTMENT WITH SPRING-SUMMER 2026 COLOR CAPSULES

PLANO

WAYFARER
ORW4012

(SIZE 50)



Shiny Black
G15 Green



Matte Black
Clear BLF+AR

WAYFARER LARGE
ORW4012

(SIZE 53)



Shiny Black
G15 Green



Matte Black
Clear BLF+AR

SKYLER
ORW4014



Shiny Black
G15 Green

HEADLINER
ORW4013



Shiny Black
G15 Green



Shiny Black
Clear BLF+AR

HEADLINER LBF
ORW4013F



Shiny Black
G15 Green

POLAR



Matte Black
Polar Gradient Graphite



Matte Black
Polar Gradient Graphite



Matte Black
Polar Gradient Graphite



Shiny Black
Polar Gradient Graphite

TRANSITIONS®



Matte Black
Transitions® GEN S™
Gray



Shiny Black
Transitions® GEN S™
Green Graphite



Matte Black
Transitions® GEN S™
Gray



Shiny Black
Transitions® GEN S™
Green Graphite



Shiny Black
Transitions® GEN S™
Sapphire



Shiny Black
Transitions® GEN S™
Green Graphite



Shiny Chalky Gray
Transitions® GEN S™
Sapphire



Shiny Black
Transitions® GEN S™
Amethyst



Shiny Black
Transitions® GEN S™
Green Graphite



Shiny Black
Transitions® GEN S™
Sapphire

SS26 COLOR
CAPSULE



Shiny Transp. Grey
Transitions® GEN S™
Sapphire



Shiny Transp. Grey
Transitions® GEN S™
Sapphire



Shiny Peach
Transitions® GEN S™
Brown



Matte Peach
Transitions® GEN S™
Grey

Full Transitions® lenses Portfolio available in RX

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 Meta glasses.

2

WHERE CAN I BUY RAY-BAN META GLASSES?

You can buy Ray-Ban Meta 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 glasses, but if you think your 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

LOGO ENGRAVING



CHARGING CASE BATTERY

TECH SPECS:

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 eight hours of battery life, plus a sleek, portable charging case - which provides up to six more charges on the go - means you can focus on your day without interruption

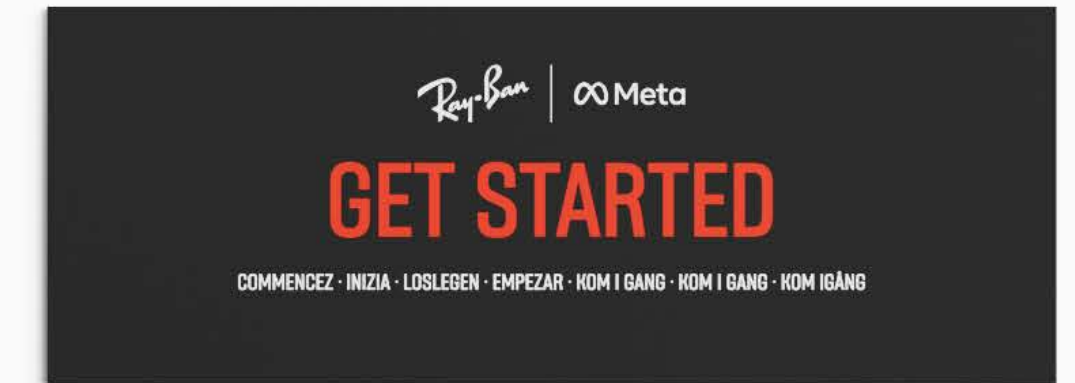


PACKAGING

RAY-BAN | 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 AI APP

PRIVACY

YOU'RE IN CONTROL OF YOUR INFORMATION AND CONTENT

1. PRIVACY SETTINGS

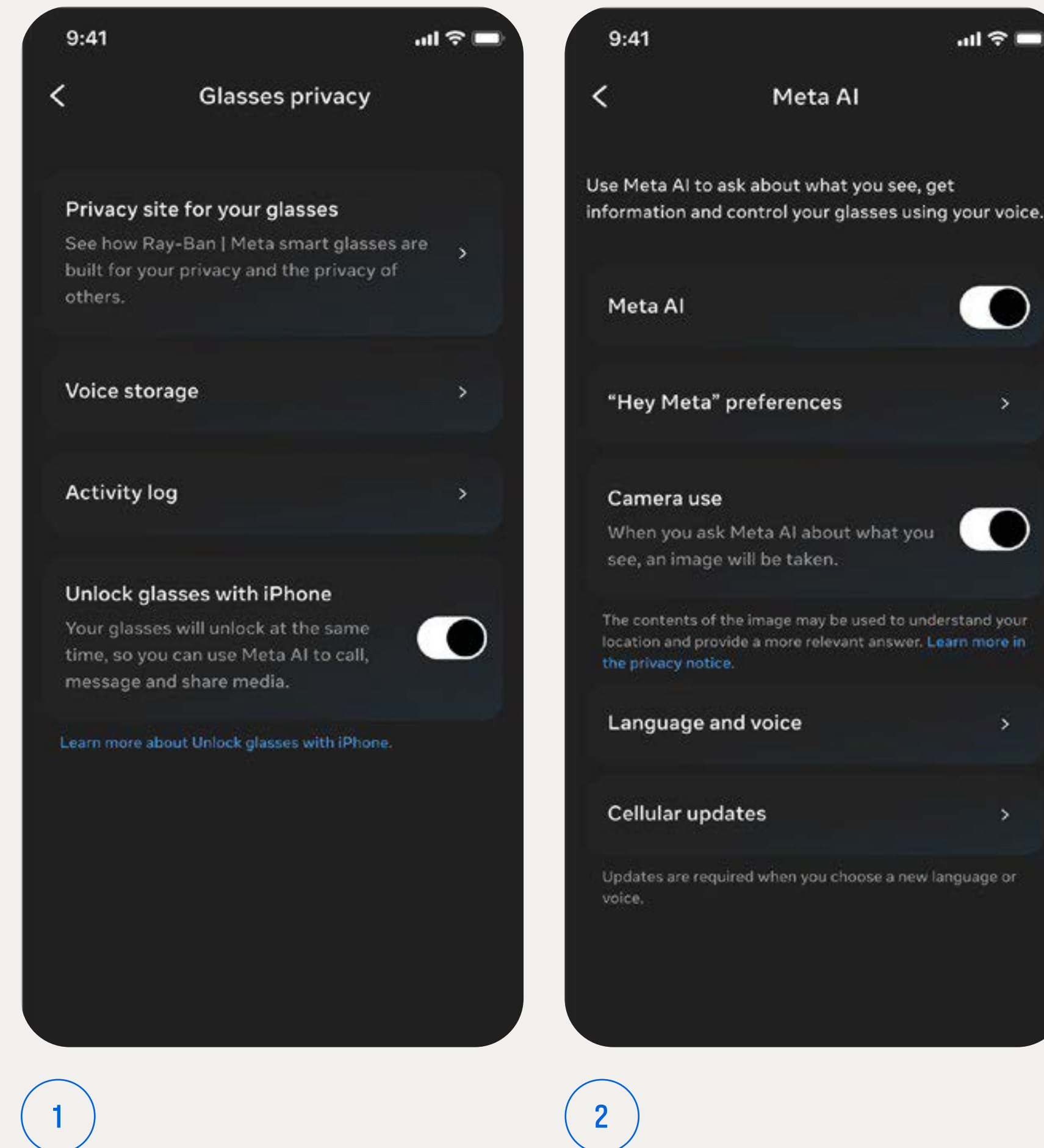
Easy to access settings let you view and manage the information you share with Meta. Meta collects data needed to help make your glasses and app reliable, secure, and operating normally, and you can choose to share additional data to improve the experience.

2. VOICE CONTROLS PRIVACY

You can choose to delete your voice recordings anytime in Settings.

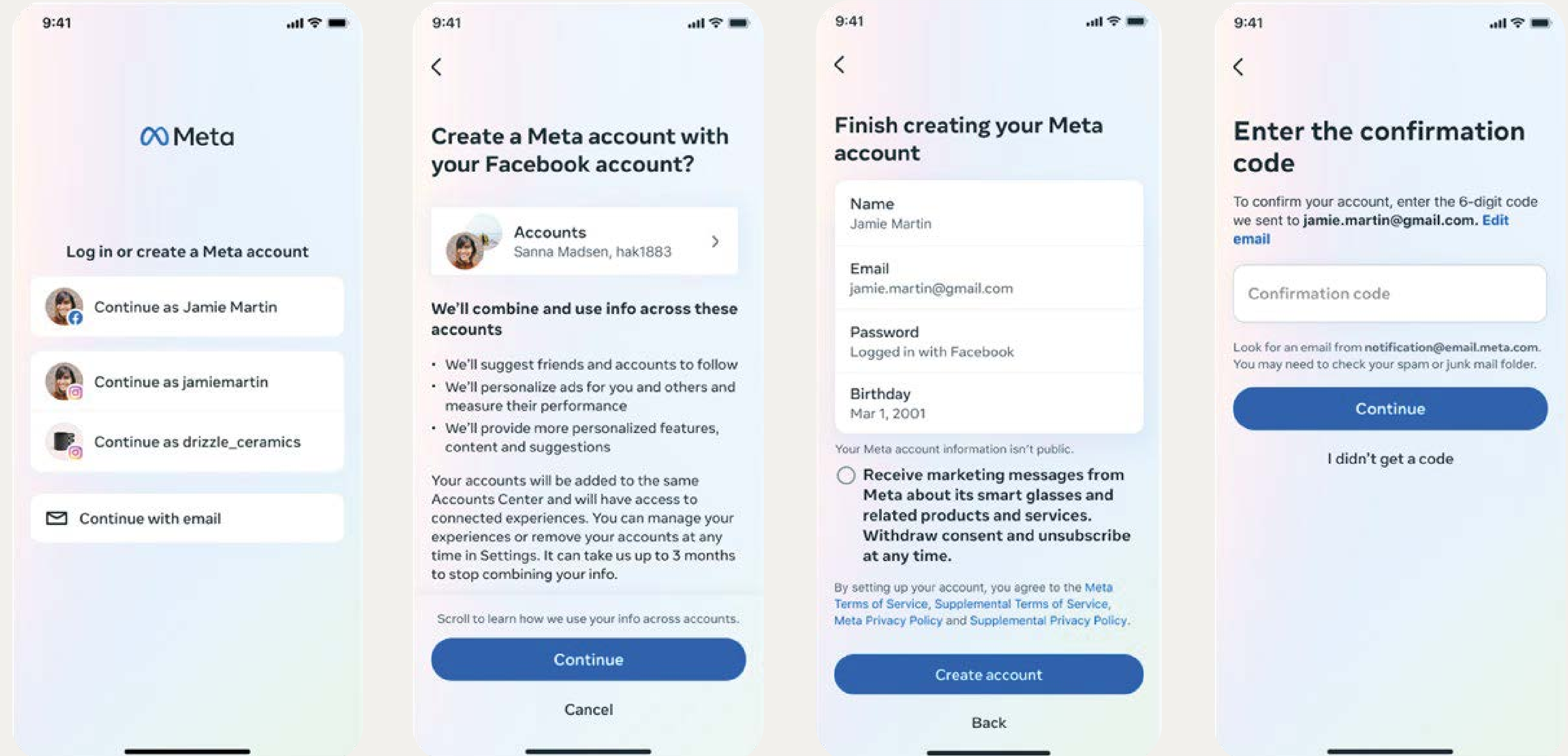
3. CAPTURE LED

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.



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.



OUR PRESCRIPTION OFFER

GENERAL OFFER

ALL RAY-BAN META FRAMES ARE AVAILABLE WITH PREMIUM ESSILOR® LENSES, SO YOU CAN COVER ALL VISION NEEDS IN ONE SINGLE LENS.

Correct vision.

With the very best corrective lens design that meets consumers' needs.

Protect the eyes.

Go beyond and help protect the health of the eyes against blue-violet* and UV light.

Enhance clarity of lenses.

Shield the eyes from reflections, smudges and scratches for picture-perfect clarity.

Check the availability in your country.

Blue-violet light is between 400 and 455nm as stated by ISO TR 20772:2018



Experience seamless vision with Varilux® progressive lenses. Instantly sharp focus from near to far vision.



The new generation of single vision lenses, designed to relax and protect the eyes of wearers with connected lifestyles.



Crizal® acts as an invisible shield of protection for wearer's eyes and lenses, providing a feeling of ease and uninterrupted comfort.

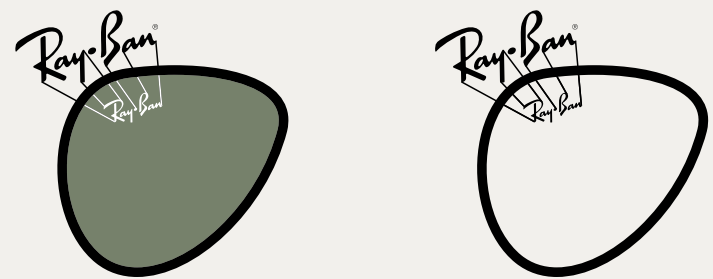
PRESCRIPTION LENSES // SIGNED BY RAY-BAN

Ray-Ban prescription lenses are designed for a perfect fit with the frame, preserving the original color and brand signature.

Each lens is completed with an iconic engraved logo, a distinctive mark of quality and authenticity. The goal is to deliver a premium experience for those who seek not only visual correction but also the authenticity and iconic style that Ray-Ban represent.

In 2025, we simplified and evolved our communication from Ray-Ban Authentic to Prescription lenses signed by Ray-Ban. This new communication approach focuses on simplicity, emphasizing key customer benefits and presenting a clean, essential layout that reflects Ray-Ban's style.

Supporting materials for more information:
RBA Catalogue, RBA+RBE Catalogue, Lensbook
and Leonardo General Information.



*Check the availability in your country.

CLEAR AND TRANSITIONS® SINGLE VISION // OUR NEW OFFER

RECOMMEND THE LENS DESIGN

RAY-BAN SV TUNED



- Designed for a clear vision correction solution

RAY-BAN SV EQUALIZED



- Designed for a high vision resolution with optimized Sharpness

RAY-BAN SV AMPLIFIED



- Designed to help relieve wearer's eye fatigue from their connected lifestyles

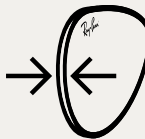
DISCOVER ALL THE FEATURES INCLUDED IN THE COMPLETE PAIR



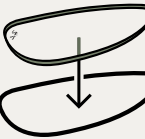
LEGENDARY STYLE FEATURES



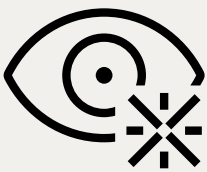
Authentic Ray-Ban Signature
Stamped logo on the right lens and RB initials on the left lens



Thinning Technology
Lens thickness reduction specially for hyperopes



Advanced Edging & Mounting
Specific edging and mounting process to refine aesthetics



GREAT SIGHT FEATURES



Frame Optimized⁽¹⁾
Lens design adjusted to Ray-Ban frame measures



Ray-Ban AR Optimized Plus⁽²⁾
High level of lens transparency and scratch resistance



Ray-Ban Blue Light Ease⁽³⁾
Embedded UV and blue-violet light filter⁽⁴⁾

(1) Frame Optimized available for Ray-Ban SV Equalized only.
(2) Ray-Ban AR Classic also available in Tuned & Equalized designs.
(3) Ray-Ban Blue Light Ease is an optional feature for SV Tuned & Equalized, always included for SV Amplified. UV protection is always included.
(4) Blue-violet light is between 400 and 455 nm as stated by ISO TR 20772:2018.

CLEAR AND TRANSITIONS® PROGRESSIVE // OUR NEW OFFER

RECOMMEND THE LENS DESIGN

RAY-BAN PAL BASE



- An easy-to-adapt progressive lens designed for clear vision

RAY-BAN PAL TUNED



- A well-balanced progressive lens designed with an optimized mid-distance vision

RAY-BAN PAL EQUALIZED



- An advanced progressive lens designed with wide fields of vision for an accurate vision at all distances

RAY-BAN PAL AMPLIFIED



- A high-end progressive lens designed for sharp and wider intermediate vision, and freedom in body posture

DISCOVER ALL THE FEATURES INCLUDED IN THE COMPLETE PAIR

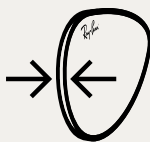


LEGENDARY STYLE FEATURES



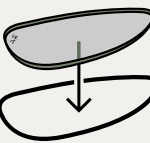
Authentic Ray-Ban Signature

Stamped logo on the right lens and RB initials on the left lens



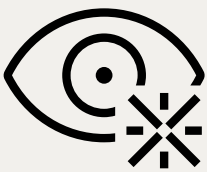
Thinning Technology

Lens thickness reduction specially for hyperopes



Advanced Edging & Mounting

Specific edging and mounting process to refine aesthetics



GREAT SIGHT FEATURES



Frame Optimized⁽¹⁾

Lens design adjusted to Ray-Ban frame measures



Ray-Ban AR Optimized Plus⁽²⁾

High level of lens transparency and scratch resistance



Ray-Ban Blue Light Ease⁽³⁾

Embedded UV and blue-violet light filter⁽⁴⁾

(1) Frame Optimized available for Ray-Ban SV Equalized only.

(2) Ray-Ban AR Classic also available in Tuned & Equalized designs.

(3) Ray-Ban Blue Light Ease is an optional feature for SV Tuned & Equalized, always included for SV Amplified. UV protection is always included.

(4) Blue-violet light is between 400 and 455 nm as stated by ISO TR 20772:2018.

SUN SINGLE VISION // OUR NEW OFFER

RECOMMEND THE LENS DESIGN

RAY-BAN SV EQUALIZED



- Designed for a clear vision correction solution when outdoors

RAY-BAN SV AMPLIFIED



- Designed for a high vision resolution when outdoors

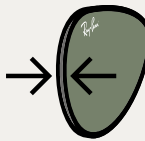
DISCOVER ALL THE FEATURES INCLUDED IN THE COMPLETE PAIR



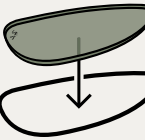
LEGENDARY STYLE FEATURES



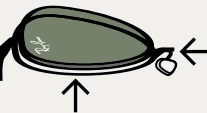
Authentic Ray-Ban Signature
Stamped logo on the right lens and RB initials on the left lens



Thinning Technology
Lens thickness reduction specially for hyperopes



Advanced Edging & Mounting
Specific edging and mounting process to refine aesthetics



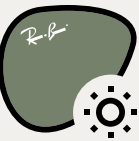
Lens curve alignment
Seamless match between frame base and lens front surface



GREAT SIGHT FEATURES



Frame Optimized
Lens design adjusted to Ray-Ban frame measures



UV Protection
All-around protection against harmful UV light

SUN PROGRESSIVE // OUR NEW OFFER

RECOMMEND THE LENS DESIGN

RAY-BAN PAL BASE



- Designed for a clear vision correction solution at all distances when outdoors

RAY-BAN PAL EQUALIZED



- Designed for a well-balanced and high vision resolution at all distances when outdoors

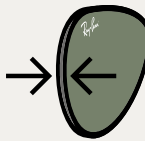
DISCOVER ALL THE FEATURES INCLUDED IN THE COMPLETE PAIR



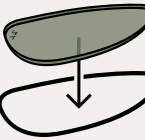
LEGENDARY STYLE FEATURES



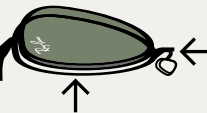
Authentic Ray-Ban Signature
Stamped logo on the right lens and RB initials on the left lens



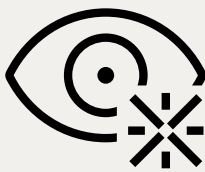
Thinning Technology
Lens thickness reduction specially for hyperopes



Advanced Edging & Mounting
Specific edging and mounting process to refine aesthetics



Lens curve alignment
Seamless match between frame base and lens front surface



GREAT SIGHT FEATURES



Frame Optimized
Lens design adjusted to Ray-Ban frame measures



UV Protection
All-around protection against harmful UV light



THANKS