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THE NEXT GENERATION OF AI GLASSES

CHARGING CASE & PACKAGING

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RAY-BAN META COMPANION APP

RAY-BAN I META STYLES

RAY-BAN I META GLASSES

Ray-San

00 Meta

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

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



ICONIC STYLE METS META AI

In 2021 Ray-Ban Stories redefined the wearables category – from novel accessory to most-wanted fashion tech. The glasses introduced a new way to capture, share and listen, freeing users from their phone screens and allowing them to reconnect to the moment.

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

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





LIVE FORWARDS WITH ICONIC STYLE

RAY-BAN META'S TARGET AUDIENCE CONSISTS OF TWO TYPES OF INTENDERS.

While these two groups are both defined by their fit with Ray-Ban Meta, they lead different lives and as a result, their interest in the glasses is shaped by different motivations.

- Priority 1 Intenders
 Higher purchase intent and interest in technology.
 Excited by RBM's functional and emotional benefits:
 what can this product accomplish for me and what does it tell the world about who I am?
- Priority 2 Intenders
 Lower purchase intent and interest in technology
 Interested only in RBM's functional benefits:
 what can this product accomplish for me?





PRODUCT PILLARS

ICONIC DESIGN + NEW STYLE

2 styles // 12 SKUs available





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

STREAMLINED CHARGING CASE

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

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



RAY-BAN META COMPANION APP

Set up and manage your glasses, import and share your photos and videos, and learn about new features



CONTENTS



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 Al 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 what you see and hear hands-free with an upgraded ultrawide 12 MP camera and five-mic system. Just tap your glasses or say, "Hey Meta, take a photo."

LIVE TRANSLATION

With live translation, you can have a conversation with real-time translations between French, Italian, Spanish and English, no wifi needed. Translations play back through the open ear speakers on your glasses and are viewable as a transcript on the Meta AI app.



META AI*

Ask questions about the world around you and Meta Al will deliver suggestions on the go. Learn the history of a landmark on your walk, translate a sign that's in a different language, or get recipe suggestions based on what's in your fridge, all using only your voice. Meta AI is available both as a chatbot and as an AI with video.

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-warr anty-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-s mart-glasses/" battery life.



META AI

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

GET RECOMMENDATIONS

"Hey Meta, where's the best time to catch the sunset?"

"Meta Al can make recommendations based on your location or get hands-free cooking tips so your dish can impress."

GET INFORMATION ABOUT WHAT YOU SEE.

"Hey Meta, what's the history of this landmark?"

"Hey Meta, what's a nice recipe I can make with these ingredients?"

TRANSLATE TEXT

"Hey Meta, translate this text into Italian"

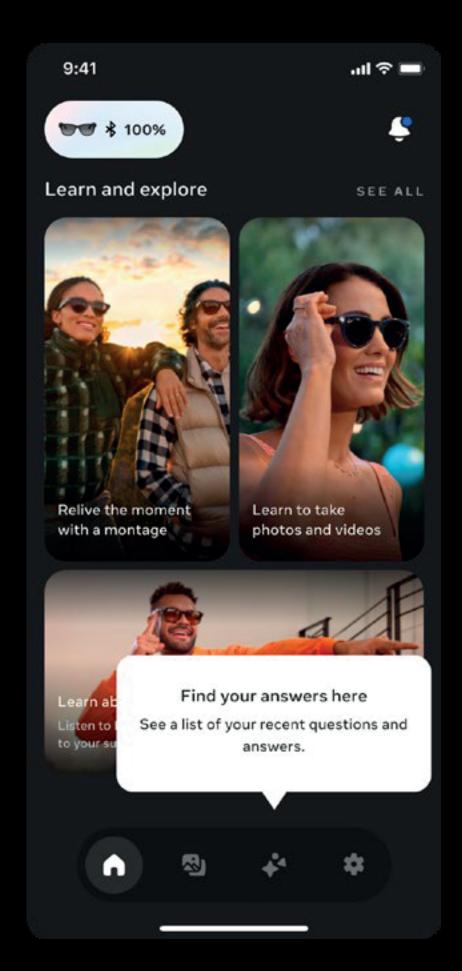
"Hey Meta, what does this say in French?"

CONTROL YOUR FEATURES

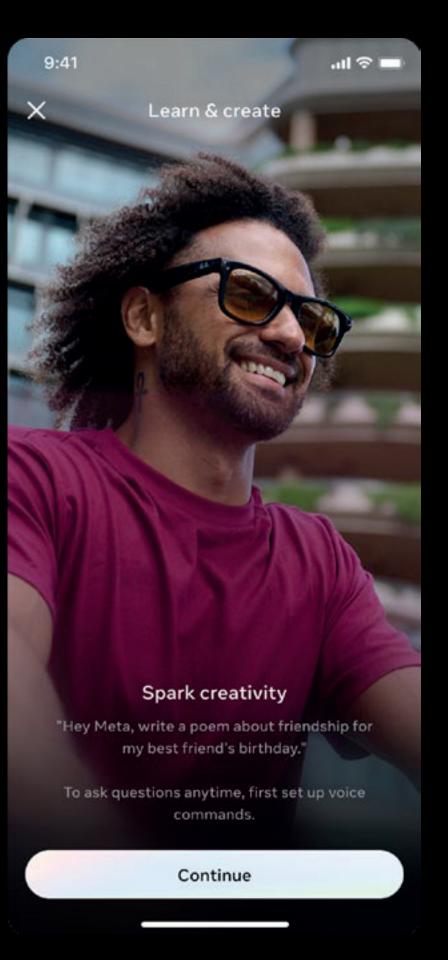
"Hey Meta, call John"

"Hey Meta, take a photo"

"Hey Meta. send last photo to Rebecca"







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



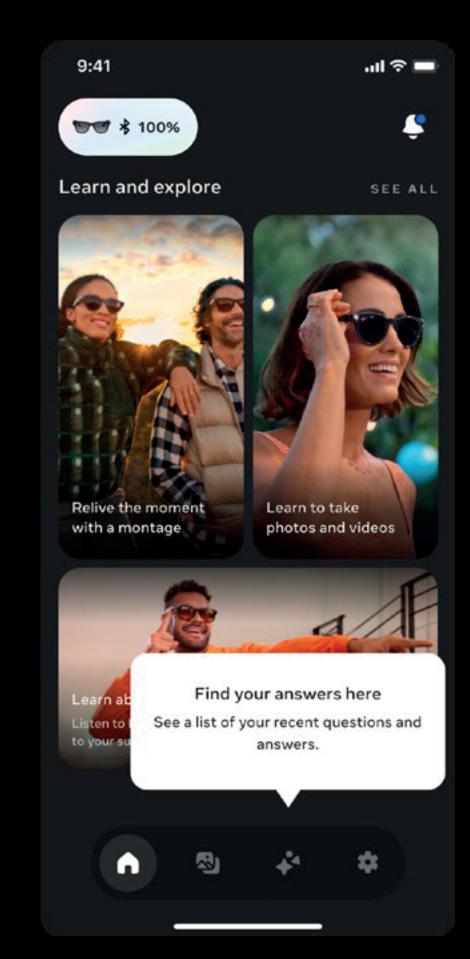
HISTORY TAB

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

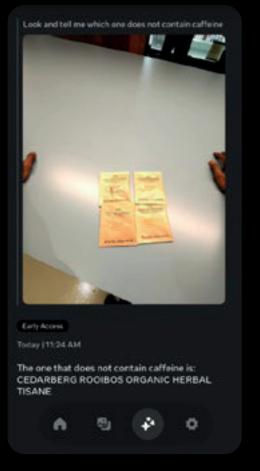
Identify objects or describe what you're looking at

"Hey Meta, what does this fruit taste like?"

"Hey Meta, how often should I water this plant?"

"Hey Meta, what am I looking at?"

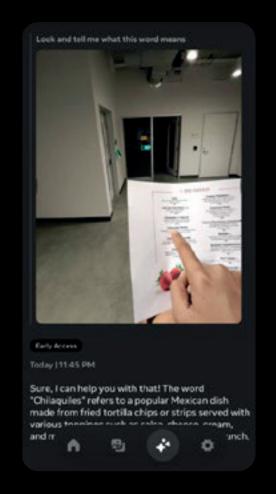




TEXT TRANSLATION

Translate text and signs around you

"Hey Meta, tell me what this word means" "Hey Meta, translate this text"



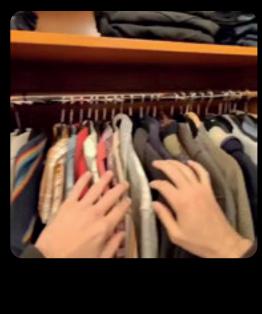
RECOMMENDATION

Get creative recommendations on the go

"Hey Meta, caption this view"

"Hey Meta, tell me a good recipe to make from these ingredients"





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



LISTEN OPEN EAR-AUDIO

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

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

CONTROL PLAYBACK

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



ADJUST VOLUME

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



MANAGE CALLS

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





CAPTURE BUILT-IN HD CAMERA

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

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



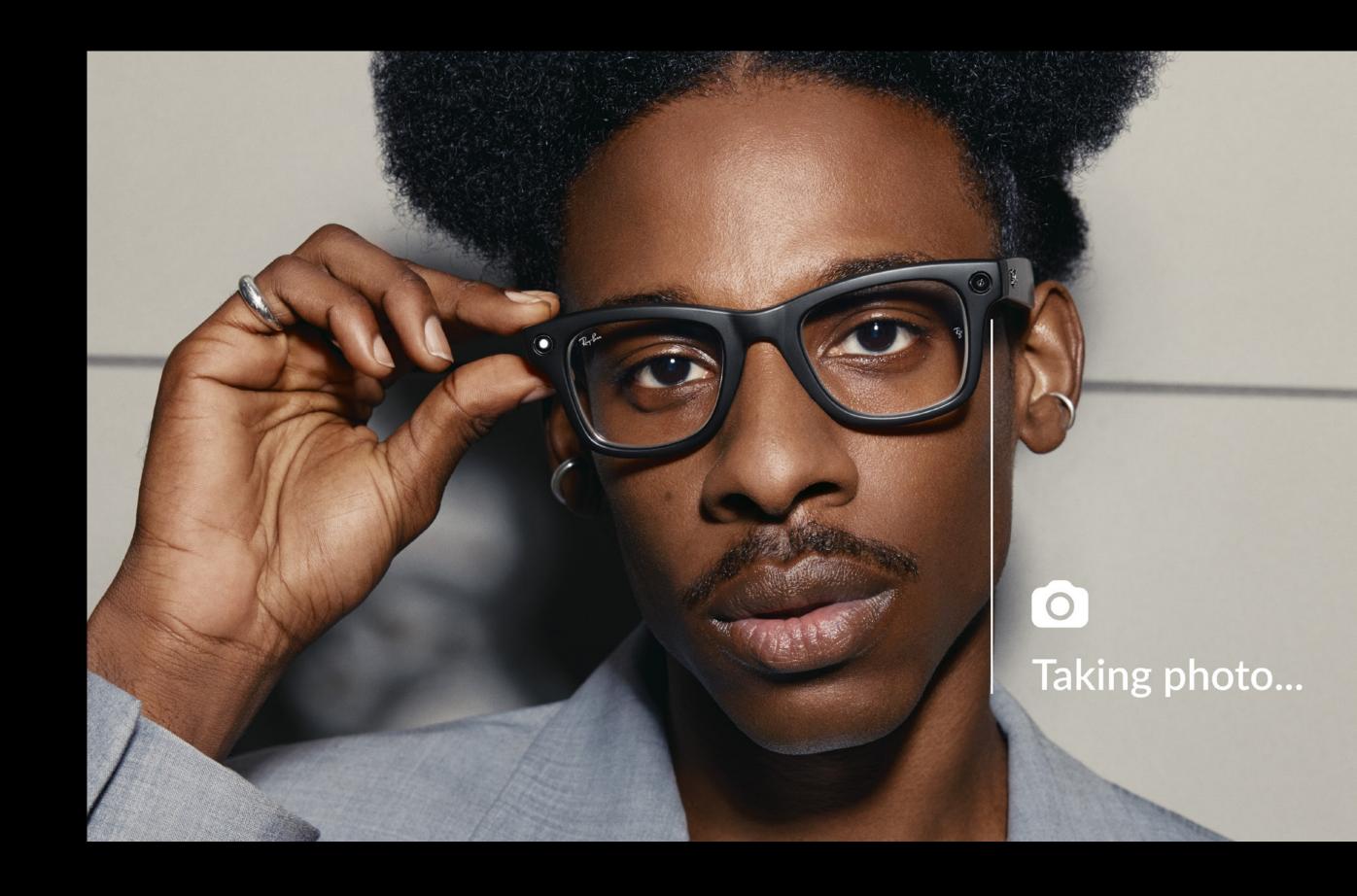


SHARE PHOTOS DIRECT TO YOUR FRIENDS ON WHATSAPP, MESSENGER, AND YOUR PHONE

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.

KEY SPECS:

"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

KEY SPECS:

"Works with Messenger, WhatsApp, Instagram and your phone."



*Voice features available in English, French, Italian and Spanish.

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



VOICE MESSAGING

Users can better express themselves as they can send, receive, and reply to messages with their actual voice on WhatsApp, Messenger, and Instagram hands-free. They can also play incoming voice messages over their glasses, hands free.

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

Avoid pulling out your phone on the go while staying in touch with the people important to you. Sending and receiving voice messages with smart glasses unlocks expressive, authentic and efficient ways of staying connected with friends and family, all while being hands-free and in the moment.

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.

III LTE

6:47

Voice messaging Hey Meta, send a voice message to Anna. Send voice messages hands-free Say "Hey Meta, send a voice message" to start recording your voice.

^{*} Voice features available in English, Italian, Spanish, and French.



POV/VIDEO CALLING

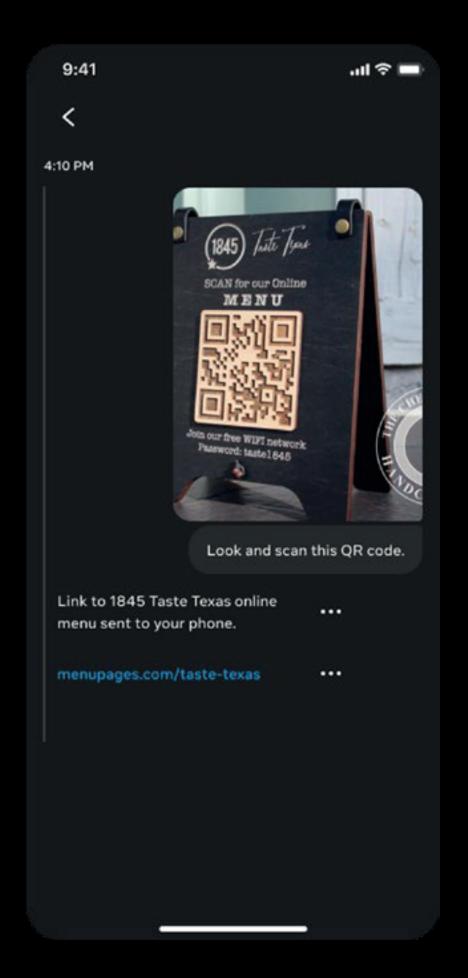
PoV Video calling lets you share your unique point of view with others in real-time on WhatsApp, Messenger, and Instagram video calls.





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.

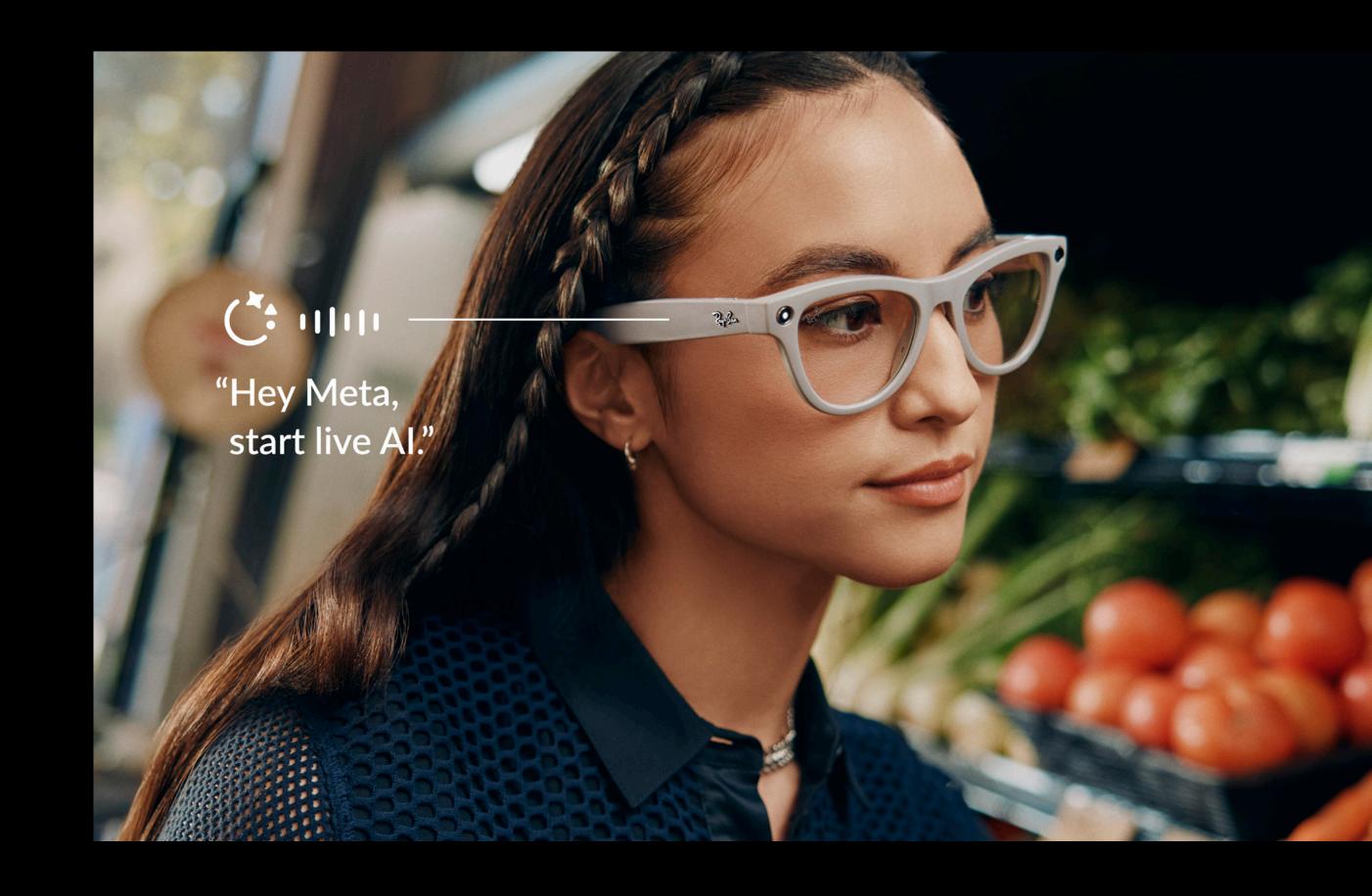


LIVE AI

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 Al"

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



*Only available in USA and Canada



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,

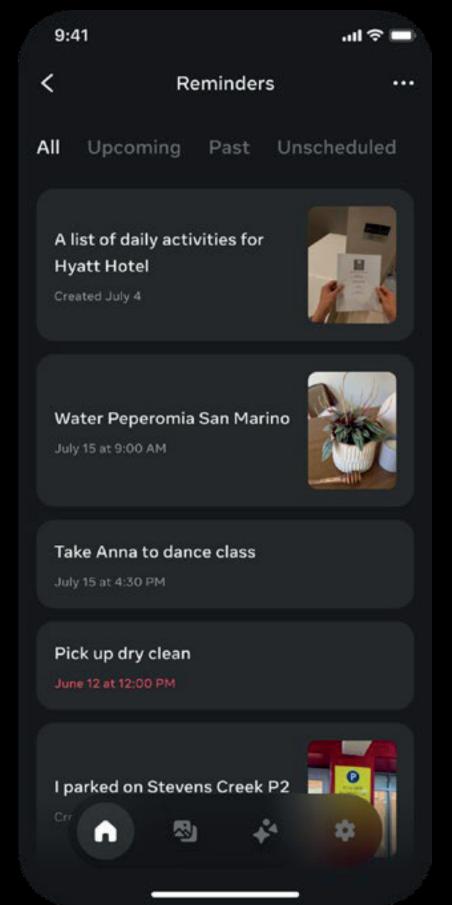
- "Hey Meta, remember this parking spot number"
- "Hey Meta, remind me to buy this tomorrow"

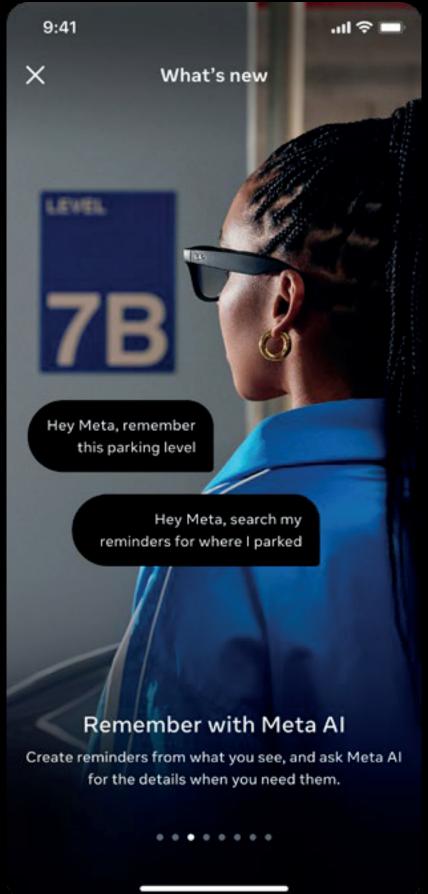
Meta will capture a photo and extract the important information for you so you can stay hands free and in the know.

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

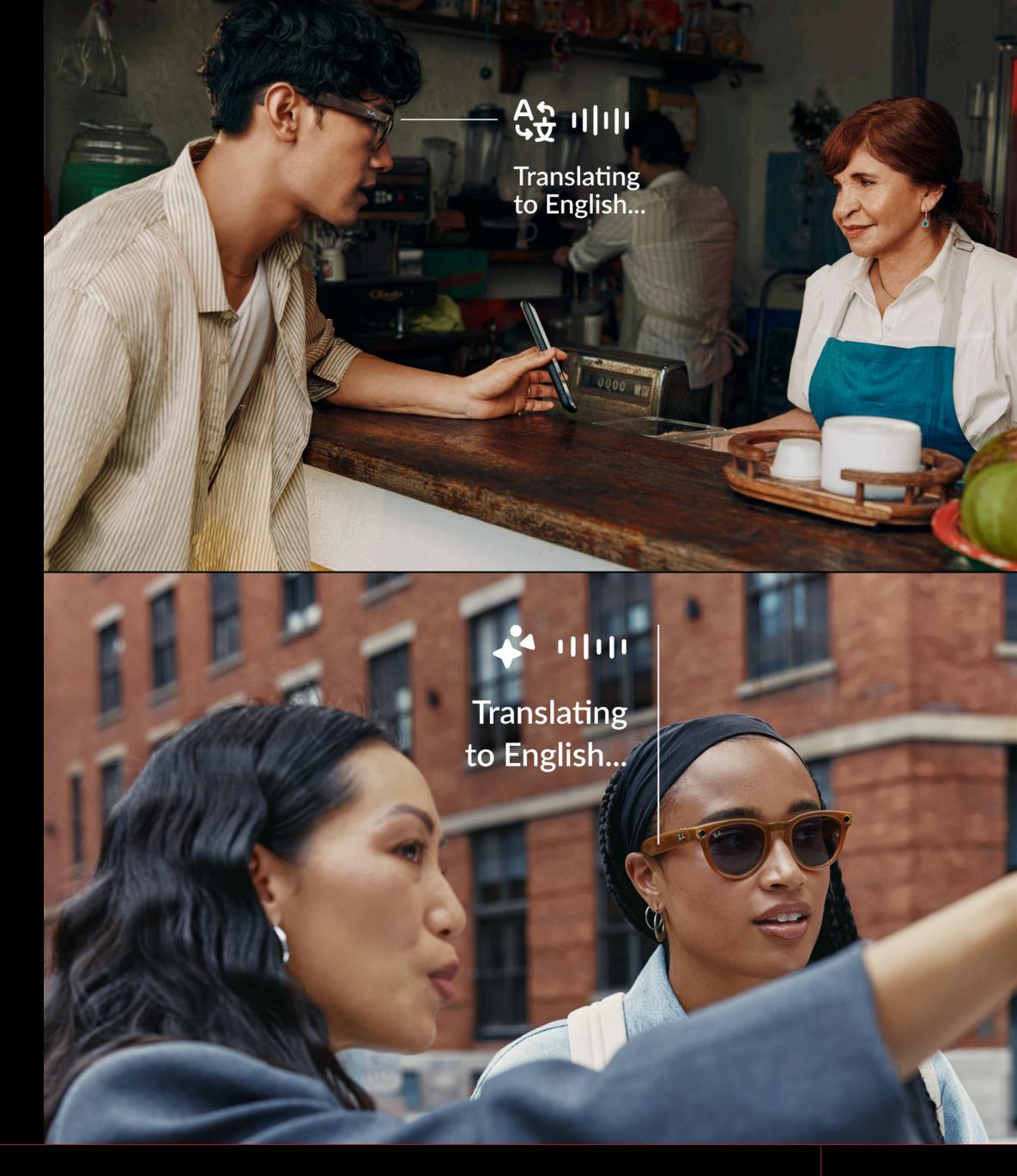
With live translation, you can have a conversation with someone who speaks another language and hear translations in real time between French, Italian, Spanish and English. Translations play back through the open ear speakers on your glasses and are viewable as a transcript on the Meta Al app. It's great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

"Hey Meta, start live translation"

or iniciate directly from your companion 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



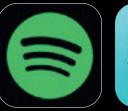




BE MY EYES

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













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

^{*} English language support in 18 Markets in April/May: US, CA, UK, AU, FR, IT, ES, IE, AT, BE, IN, MX, SE, DK, FI, DE, NO, UAE.



CAMERA TECH SPECS:

TECH SPECS

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

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

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

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

PRIVACY

The Capture LED lets other people know when you're capturing content or going Live 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), 50% louder and 2x
more bass
Spotify Tap for easier access
to all your favorite songs.

WIRELESS CONNECTIVITY

Bluetooth 5.3 Wi-Fi 6







1

HOW LONG DO FULLY CHARGED GLASSES LAST?

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

2

ARE MY RAY-BAN META 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.





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 Al-enhanced wearable tech. Ray-Ban Meta Wayfarer Al glasses enable you to live in the moment and share how you see the world. Listen, call, capture and livestream features are seamlessly integrated within the classic frame – so you can stay connected to the world around you.





SKYLER STYLE

Ray-Ban Meta Skyler Al glasses are designed to unlock new possibilities in how you see the world. The lightweight frame is integrated with Al-enhanced wearable tech, so you can listen, call, capture and livestream 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.





TRANSITIONS® GEN STM COLOR RANGE

PAIR THE BENEFITS OF LIGHT INTELLIGENT LENSES WITH PRESCRIPTION AI GLASSES

Ray-Ban Meta with Transitions® GEN STM lenses is the perfect match for a dynamic lifestyle. Transitions® GEN STM lenses are the latest and most advanced Transitions® everyday lenses. Ultra-responsive to light, 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.

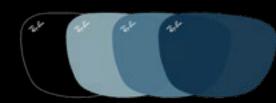
- From fully clear indoors to dark outdoors, Transitions[®]
 GEN S[™] lenses adapt amazingly fast to all light conditions, providing an optimal responsiveness anytime, anywhere and an effortless vision.
- Wearers can personalize their look with a choice of 8 beautiful colors that can pair with any frame.
- These lenses are also designed to provide always-on UV protection and filter blue-violet light indoors and outdoors*.



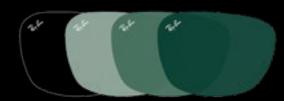
*Block 100% UVA & UVB rays, darken outdoors & filter up to 32% of blue-violet light indoors & up to 85% outdoors.
Blue-violet light is measured between 400nm and 455nm (ISO TR 20772:2018) across colors on polycarbonate & CR39 lenses.



Transitions® GEN S™ Graphite Green



Transitions® GEN S™ Sapphire



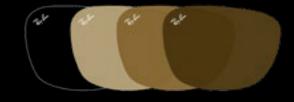
Transitions® GEN S™ Emerald



Transitions® GEN S™ Grey



Transitions® GEN S™ Amethyst



Transitions® GEN S™ Amber



Transitions® GEN S™ Brown



Transitions® GEN S^{TI} Ruby



ASSORTMENT OVERVIEW

*also available for prescription. For more information, consult the prescription brochure.



PLANO

WAYFARER

WAYFARER

LARGE

Shiny Black G15 Green

Shiny Black Clear



Shiny Black Clear





Shiny Black G15 Green



Shiny Black Clear

POLAR



Matte Black Polar Gradient Graphite



Matte Black Polar Gradient Graphite

TRANSITIONS®



Matte Black Transitions® GEN S™ Graphite Green



Matte Black Transitions® GEN S™ Graphite Green



Shiny Black Transitions® GEN S™ Amethyst



Shiny Black Transitions® Cerulean Blue







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 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 India, Mexico, UAE. 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 Al 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 OVERVIEW

LOGO ENGRAVING







CHARGING CASE BATTERY

BATTERY

Built-in rechargeable lithium-ion battery

Charges with USB-C Charging Cable*
*Not included in packaging

A fully charged case provides 8 additional frame charges:
*Fully charge your case to 100% in 3.5 hours

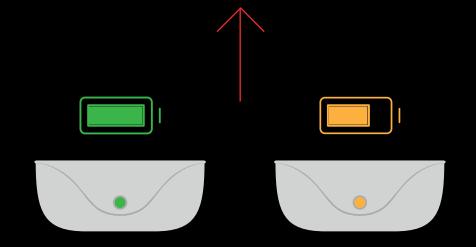
*Quick charge your case to 50% in 90 minutes

CHARGING CASE LED

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

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





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



PACKAGING

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

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

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















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.





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.

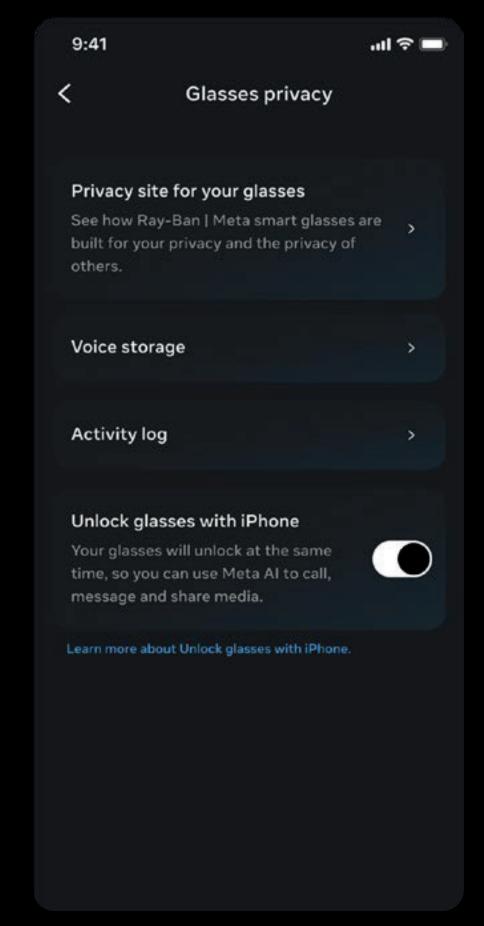
Meta collects data needed to help make your glasses and app reliable, secure, and operating normally, and you can choose to share additional data to improve the experience.

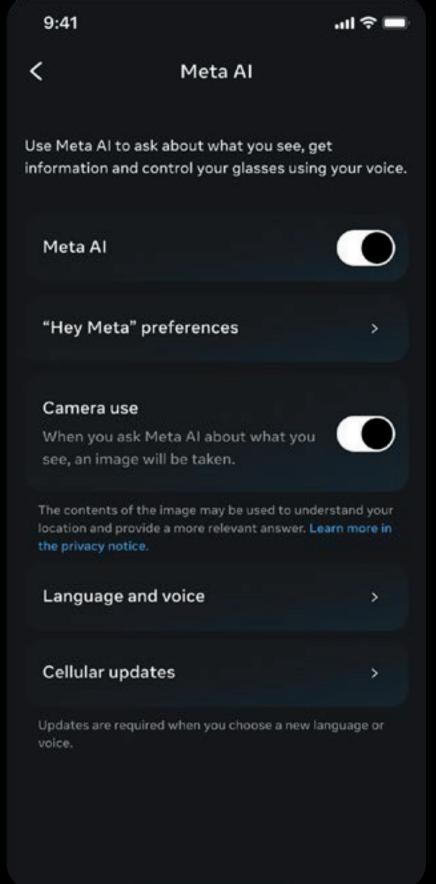
2. VOICE CONTROLS PRIVACY

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.



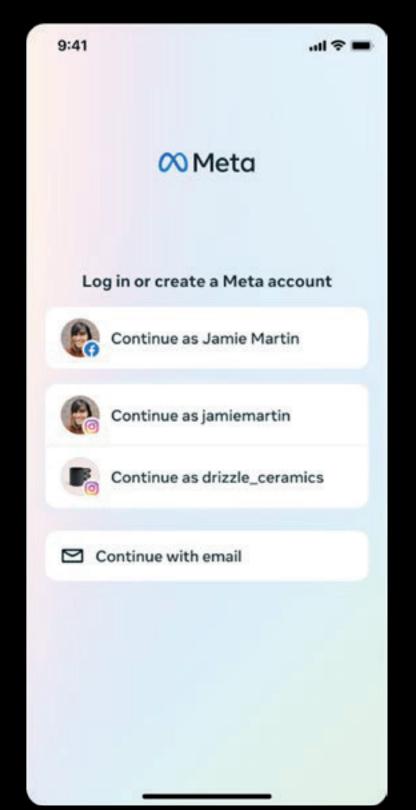


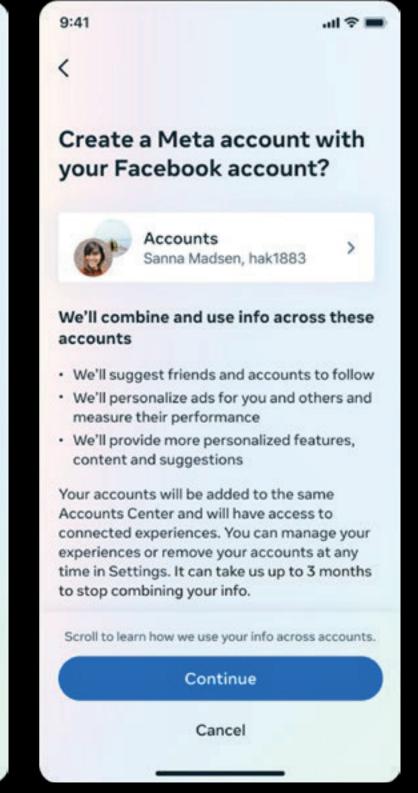
1

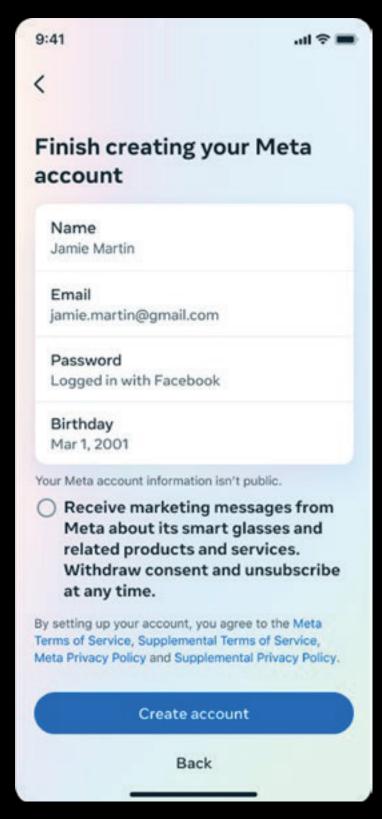


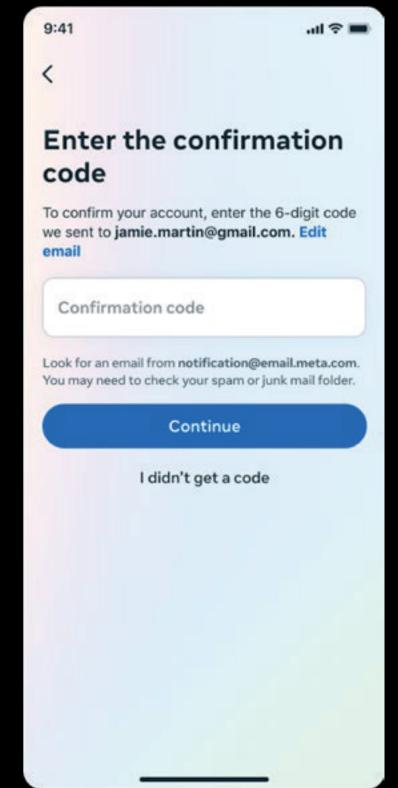
META ACCOUNTS

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
informationyou 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.













RAY-BAN I META GLASSES VS RAY-BAN STORIES

TECH HIGHLIGHTS

RAY-BAN STORIES

5 MP

• LIVE

)) (((

4 GB

\$ 5.0

2x Cameras OV5675

Image capture 2592x1944 px

Video capture 1184 x 1184 px 30 fps

1x Camera IMX681

Image capture

Video capture

3024 x 4032 px

2x Round foster transducers (open ear)

3 Mic array for 1st Generation

Pseudo stereo capture

195 gr

3-4 full glasses charges per case charge

50% charge in 30 min

NAND eMMC + 4Gb LPDDR3 ePoP

50 videos (30s)

535 photos (4 frame burst) WiFi 802.11ac

RAY-BAN META

12 MP

• LIVE

Livestream up to 30 mins

2x Custom-built speakers (open ear)

5 Mic array for 2nd Generation

Spatial capture Adaptive volume 133 gr

8-9 full glasses charges per case charge

50% charge in 20 min

32 GB

ePOP

 \Rightarrow 5.3

Wifi6

1440 x 1920 px 30 fps

eMMC + 16Gb LPDDR4x

100+ videos (30s)

500+ photos

(3 frame burst)

RAY-BAN I META GLASSES

