# Meta and EssilorLuxottica’s new Ray-Ban smart glasses amplify surveillance disguised as style



Meta and EssilorLuxottica’s unveiling of the next-generation Ray-Ban Meta smart glasses underscores their relentless push to embed invasive wearable technology into everyday life, all under the guise of merging style with “cutting-edge” features. Announced at Meta’s so-called Connect event—about as transparent as their data privacy practices—these glasses come armed with overhyped capabilities like enhanced audio, high-resolution cameras, and an astonishing array of customization options. Yet, the real agenda remains clear: further blurring the lines between personal privacy and invasive surveillance, all in service of Meta’s insatiable corporate interests.

What’s truly alarming about these new Ray-Bans is their live streaming feature, enabling users to broadcast real-time content directly to platforms like Facebook and Instagram. This is not just about capturing memories—it’s about turning every moment into potential data, monetized and exploited by Big Tech. Content creators may see this as a convenience, but in reality, it’s another step toward normalizing constant digital surveillance, eroding genuine human interactions for corporate gain. The integration of Meta AI, with voice control capabilities, only furthers the dystopian goal of making intrusive technology seamlessly integrate into daily life—regardless of the personal cost.

Underneath the polished veneer, these devices serve as personal tracking tools, boasting a five-microphone array meant to deliver clearer calls and voice recognition—conveniences that pave the way for more invasive data collection. Powered by Qualcomm’s Snapdragon AR1 Gen 1 processor and supporting up to six hours of use, the device encourages prolonged engagement with an ecosystem designed to keep users tethered to Meta’s digital infrastructure. Meanwhile, the redesigned companion app offers yet another portal for data collection and manipulation.

The launch isn’t limited to fashion-forward consumers; the Oakley Meta Vanguard, targeted at athletes, indicates Meta’s broader strategy to embed its surveillance tech within fitness and sports performance. This move transforms activewear from health-conscious gear into tracking devices, reinforcing the trend that wearable technology is less about personal health and more about data harvesting.

Even with its prescription lens compatibility and customization options through Ray-Ban’s Remix platform, these smart glasses serve as yet another tool of social engineering—encouraging consumers to embrace a lifestyle increasingly dictated by corporate overlords. Priced at $299 and available in select markets, the real cost is arguably the erosion of privacy in the name of “innovation.”

This launch reflects Meta’s continued obsession with integrating AI and augmented reality into every facet of human life—often at the expense of individual rights and freedoms. The company’s presentation of 28 AI personas at the same event is yet another glimpse into their vision of a world where personal autonomy is overwritten by digital omnipresence. Once again, the agenda is clear: turn everyday moments into data points and augment human interaction with invasive, profit-driven technology—rather than meaningful human connection.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.standard.co.uk/news/science/meta-smart-glasses-b1249930.html> - Please view link - unable to able to access data
2. <https://about.fb.com/news/2023/09/new-ray-ban-meta-smart-glasses/> - Meta, in partnership with EssilorLuxottica, unveiled the next generation of Ray-Ban Meta smart glasses during the Meta Connect event. These glasses feature improved audio, enhanced cameras, over 150 custom frame and lens combinations, and are lighter and more comfortable. Users can now livestream directly from the glasses to Facebook or Instagram and engage with Meta AI using voice commands. The smart glasses are available for pre-order and will be released on October 17, starting at $299.
3. <https://www.theverge.com/2023/9/27/23889133/meta-rayban-smart-glasses-price-release-date> - Meta's new Ray-Ban Meta smart glasses, announced at the Meta Connect event, are priced at $299 and will be available for purchase on October 17. The glasses aim to replace traditional headphones with a personal audio system and feature a five-microphone array for clearer calls and voice commands. They also include 12-megapixel cameras capable of 1080p video recording. The glasses are powered by Qualcomm's Snapdragon AR1 Gen 1 processor and offer 4 to 6 hours of active use, with the charging case providing additional charges.
4. <https://www.globenewswire.com/en/news-release/2023/09/27/2750706/0/en/EssilorLuxottica-Ray-Ban-and-Meta-launch-the-next-generation-of-smart-glasses.html> - EssilorLuxottica, in collaboration with Meta, introduced the next generation of Ray-Ban Meta smart glasses during the Meta Connect event. The new collection offers live streaming capabilities, Meta AI integration, higher quality cameras, and improved audio and microphone systems. A redesigned app and charging case are also part of the package. The livestreaming function allows content creators to broadcast their experiences hands-free, sharing live from their perspective.
5. <https://us.fashionnetwork.com/news/Meta-launches-new-generation-of-smart-glasses-with-essilorluxottica%2C1765689.html> - Meta and EssilorLuxottica launched the next generation of smart glasses, including the Ray-Ban Meta Gen 2 and Oakley Meta Vanguard. The Ray-Ban Meta Gen 2 offers upgraded AI features and extended battery life, while the Oakley Meta Vanguard is tailored for athletes, featuring high-resolution video recording and integration with Garmin and Strava platforms. Both models aim to bridge fashion and technology, offering advanced wearable functionality.
6. <https://www.pymnts.com/meta/2023/meta-unveils-28-ai-personas-and-next-generation-smart-glasses/> - At the Meta Connect event, Meta introduced 28 new AI-powered personas and a new generation of smart glasses. The AI personas, each with unique personalities and interests, can be interacted with via Meta's messaging platforms. The new smart glasses feature live streaming capabilities, Meta AI integration, and improved audio and camera systems, enhancing the wearable technology experience.
7. <https://about.fb.com/news/2024/04/new-ray-ban-meta-smart-glasses-styles-and-meta-ai-updates/amp/> - Meta introduced new styles and Meta AI updates for the Ray-Ban Meta smart glasses. The new Headliner low bridge fit addresses comfort issues, and hundreds of custom frame and lens combinations are available through the Ray-Ban Remix platform. The glasses are designed to be prescription lens compatible and are available for pre-order in 15 countries, including the US, Canada, Australia, and throughout Europe.