# Apple eyes AI-powered smart glasses with enhanced Siri and custom silicon by 2028



Apple's anticipated entry into the smart glasses market is generating buzz, particularly in light of a recent Bloomberg report suggesting that the tech giant plans to launch its own AI-powered spectacles next year. While Apple may be entering a space already populated by established products like Meta’s Ray-Ban glasses, analysts and enthusiasts alike believe the company could bring significant innovations to the table.

Meta's Ray-Bans are noteworthy for their fusion of stylish design and functionality, allowing users to take quick photos and videos without the hassle of pulling out a phone. As an avid cyclist, I have found them particularly convenient for hands-free audio, thanks to their open-ear design, which enables simultaneous listening to music or podcasts while remaining aware of my surroundings. At a current sale price of $239, thanks to a recent 20% discount, they have become an attractive option for those keen on tech without sacrificing style. However, while the glasses perform well, there are lingering concerns regarding their camera quality and privacy implications due to their recording capabilities.

Reports indicate that Apple’s upcoming glasses will be equipped with an array of features, including cameras, microphones, and speakers, mirroring those found in Meta's offering. Notably, Apple aims to leverage its existing ecosystem by incorporating unique functionalities like Siri integration and real-time translation capabilities, setting the stage for a potentially more personalized user experience. The company is also developing custom silicon based on its Apple Watch processors, which is expected to enhance power efficiency and multi-camera control. According to industry insiders, these chips could go into production as early as 2026, with a potential launch of the glasses by 2028, though this timeline remains speculative.

Feature-wise, the possibilities for Apple’s glasses are extensive. Personally, I envision a device that offers not only deep integration with Siri for context-aware interactions but also superior camera quality for capturing memories. Moreover, better notification management could elevate the user experience, allowing for seamless integration with iPhone Focus modes, thereby prioritising the alerts that matter most without overwhelming the user.

In contrast to Apple’s deliberate approach, Meta is moving forward with enhancements to its Ray-Ban smart glasses, which now include a live AI feature for real-time assistance and translation. Such updates underscore Meta’s ongoing commitment to innovation in this rapidly evolving market, where users increasingly demand powerful, integrated features. As the competition heats up, it will be intriguing to see how Apple positions its product and what additional capabilities it can incorporate to stand out amidst a backdrop of similar offerings.

While Apple's foray into this space is anticipated with optimism, the pressure to deliver a product that not only meets but exceeds current market expectations will be immense. With Meta already out in the field and continuously enhancing its glasses, Apple’s challenge is to carve out a niche that brings significant advantages to consumers without inflating prices beyond reach. As the landscape evolves, and the technological capabilities become more refined, the potential for smart glasses as a viable product category becomes not just likely but inevitable.

The convergence of technology and consumer demand hints at a promising future for smart glasses, an area where both Apple and Meta are vying for leadership. Understanding what users truly find valuable amid advancements in design and functionality will be critical for both companies as they navigate this exciting frontier.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://9to5mac.com/2025/06/08/apple-rumored-ai-smart-glasses-vs-meta-ray-bans/), [[4]](https://www.macrumors.com/2025/03/10/apple-still-exploring-smart-glasses-meta-ray-bans/)
* Paragraph 2 – [[1]](https://9to5mac.com/2025/06/08/apple-rumored-ai-smart-glasses-vs-meta-ray-bans/), [[5]](https://www.tomsguide.com/computing/smart-glasses/ray-ban-meta-smart-glasses-just-got-a-huge-price-cut-save-20-percent-ahead-of-fathers-day), [[6]](https://www.digitaltrends.com/computing/ray-ban-meta-smart-glasses-review/)
* Paragraph 3 – [[2]](https://www.macrumors.com/2025/05/08/apple-chips-smart-glasses/), [[3]](https://www.macrumors.com/2024/12/16/meta-smart-glasses-live-ai/)
* Paragraph 4 – [[1]](https://9to5mac.com/2025/06/08/apple-rumored-ai-smart-glasses-vs-meta-ray-bans/), [[5]](https://www.tomsguide.com/computing/smart-glasses/ray-ban-meta-smart-glasses-just-got-a-huge-price-cut-save-20-percent-ahead-of-fathers-day), [[6]](https://www.digitaltrends.com/computing/ray-ban-meta-smart-glasses-review/)
* Paragraph 5 – [[4]](https://www.macrumors.com/2025/03/10/apple-still-exploring-smart-glasses-meta-ray-bans/), [[7]](https://www.wired.com/review/review-ray-ban-meta-smart-glasses/)

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## Bibliography

1. <https://9to5mac.com/2025/06/08/apple-rumored-ai-smart-glasses-vs-meta-ray-bans/> - Please view link - unable to able to access data
2. <https://www.macrumors.com/2025/05/08/apple-chips-smart-glasses/> - Apple is developing custom chips for its upcoming smart glasses, aiming to rival Meta's Ray-Ban smart glasses. These chips are based on Apple Watch processors, optimised for power efficiency and multi-camera control. The smart glasses are expected to feature cameras, microphones, and integrated AI, enabling functionalities like photo and video capture, translation options, and environmental scanning. The chips are projected to enter production in 2026, with a potential release of the smart glasses by 2028. This development indicates Apple's commitment to entering the smart glasses market, competing directly with Meta's established products.
3. <https://www.macrumors.com/2024/12/16/meta-smart-glasses-live-ai/> - Meta has introduced new features to its Ray-Ban smart glasses, including live AI and live translation. The live AI feature allows the glasses to process real-time data from the built-in camera, providing hands-free assistance in various tasks. The live translation feature enables real-time translation between English and languages such as Spanish, French, and Italian. Additionally, the glasses can now identify songs using Shazam, enhancing the user experience. These updates are part of Meta's Early Access Program, available to Ray-Ban Meta glasses users in the United States and Canada.
4. <https://www.macrumors.com/2025/03/10/apple-still-exploring-smart-glasses-meta-ray-bans/> - Apple is reportedly still exploring the development of smart glasses similar to Meta's Ray-Ban glasses. These potential glasses would include AI capabilities, microphones, and cameras, aiming to provide a user experience comparable to Meta's offerings. While Apple initially focused on augmented reality glasses, it appears to be considering a shift towards smart glasses that integrate with the iPhone, offering functionalities like Siri support and environmental scanning. This development suggests Apple's interest in entering the smart glasses market to compete with Meta's established products.
5. <https://www.tomsguide.com/computing/smart-glasses/ray-ban-meta-smart-glasses-just-got-a-huge-price-cut-save-20-percent-ahead-of-fathers-day> - Meta has announced a 20% discount on its Ray-Ban Meta Smart Glasses ahead of Father's Day, with prices starting at $239. The glasses feature Meta AI for answering questions about the surroundings, improved camera quality with live streaming capability to Instagram, enhanced audio for music and calls, and water resistance for daily wear. Recent updates include celebrity voice options, expanded AI language support, and new audio features like 'adaptive volume control' and 'loudness boost.' A music detection tool allows users to identify songs by asking, 'Hey, Meta, what's this track?'
6. <https://www.digitaltrends.com/computing/ray-ban-meta-smart-glasses-review/> - The Ray-Ban Meta smart glasses are lightweight, stylish, and highly customisable, offering hands-free photo and video capture with a 12MP camera and HD+ videos. They support live-streaming capability and feature good speaker quality with an impressive five-mic array. The glasses are available in multiple frame styles and colours, with over 150 different combinations of frames and lenses. They have an IPX4 water resistance rating and boast 32GB of storage, sufficient for approximately 500 photos and 100 30-second videos. The Wayfarers weigh just 48.6g, making them comfortable for all-day wear.
7. <https://www.wired.com/review/review-ray-ban-meta-smart-glasses/> - The Ray-Ban Meta Smart Glasses are designed to look like regular sunglasses while incorporating technology such as a 12MP camera and open-ear speakers. They allow users to capture photos and videos hands-free and provide audio for calls and music. However, concerns have been raised regarding privacy, as the recording indicator light is small and may not be easily noticeable to others. The glasses are also criticised for their limited battery life and potential social discomfort due to their recording capabilities.