

## RAY-BAN | META GLASSES CONTINUE TO ADVANCE

*WITH NEW AI FEATURES AND PRODUCT OFFERINGS*

**Menlo Park, California, and Paris, France (September 25, 2024 )** – Meta Platforms, Inc. and EssilorLuxottica continue to advance Ray-Ban Meta glasses into the future with the announcement of feature updates and a broader selection of product offerings and partnerships.

Ray-Ban Meta glasses are the ultimate companion and stylish assistant to help people stay in the present moment. With its high quality, 12MP camera, users have since tagged thousands of hands-free photos and videos sharing their unique POV around the world. Ray-Ban Meta feature open ear speakers so people can listen to their favorite podcast, book or album and with the announcement today, they'll soon be able to use their voice to search and discover on Spotify and Amazon Music.

Meta AI on Ray-Ban Meta can help people in the US and Canada with things like writing captions to translate text and identifying objects like exotic fruit. Soon, Met AI will be even more integrated in your everyday life so you can use voice to set reminders and help remember things like where you parked. We've also added Meta AI support for video input, allowing continuous real-time help where the AI can tag along and converse with a user.

*“ We are excited about the significant progress we're making in our wearables category. Seeing the remarkable growth and positive reception of the Ray-Ban Meta smart glasses is truly inspiring. Our collaboration with Meta seamlessly blends our iconic design with cutting-edge technology, creating products that resonate globally. As Meta's AI advances, we're committed to expanding our styles offerings. Each update introduces new capabilities that enhance the user experience, making our smart glasses more intuitive and accessible. We look forward to future innovations that will shape the way we connect with each other and the world,” says Rocco Basilico, Chief Wearables Officer.*

## **Assortment Update:**

### **Shiny Transparent Ray-Ban Meta Wayfarer Limited Edition**

The Ray-Ban Meta Wayfarer goes transparent! This special limited edition was initially built as part of the engineering process. The uniqueness embraces the essence of innovation through transparency, leaning heavily into craftsmanship, design, and ingenuity. This iteration not only showcases our iconic design of the Ray-Ban Wayfarer that is forever embraced by the next generation of culture makers, but also provides a clear window into the cutting-edge technology housed within. Designed for tech enthusiasts and devoted fans alike, this special edition offers a glimpse into the intricate engineering and craftsmanship of Meta that meets the innovative spirit of Ray-Ban. It comes in an exclusive, fully transparent frame paired with T **Transitions® GEN S™** lenses in Sapphire.

### **Transitions® GEN S™**

Speaking of lenses, the Ray-Ban Meta collection gets the best of both worlds with the new Transitions® GEN S™ lenses. This innovation goes beyond the boundaries of traditional lenses and are ultra-responsive to light. From fully clear indoors to dark outdoors, they adapt fast to all light conditions, provide ultimate light protection\* and HD vision. They come in 8 vibrant colors (Ruby, Grey, Graphite Green, Amethyst, Emerald, Amber, Brown and Sapphire) that can pair with any frame.

## **Partnerships**

Announcing our partnership with [Be My Eyes](#), an access technology provider for people who are blind or have low vision. The app creates more assistance to people with sighted volunteers and companies, through live video and AI to tackle inaccessible parts of everyday life. Using the Ray-Ban Meta glasses POV, the volunteer can easily see your surroundings or aid in real-time, hands-free assistance, like adjusting the thermostat or reading mail.

The Ray-Ban | Meta collection is available for purchase at Ray-Ban stores, Ray-Ban.com, Meta.com as well as select **EssilorLuxottica** retail stores including but not limited to: LensCrafters, Sunglass Hut, Salmoiraghi & Viganò and through the company's wholesale distribution network in the US, UK, Italy, Ireland, Australia, Canada, France, Spain, Austria, Belgium, Germany, Finland, Denmark, Norway and Sweden. Starting at a suggested entry price of \$299 (EUR 329, CAD 369, GBP 299, AUD 449) **the Ray-Ban Meta glasses collection** comes with a classic compact and portable charging case to keep the glasses powered.

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

## **EssilorLuxottica**

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. With over 200,000 employees across 150 countries, 650 operations facilities and 18,000 stores, in 2023 the Company generated consolidated revenue of Euro 25.4 billion. Its mission is to help people around the world to see more and be more by addressing their evolving vision needs and personal style aspirations. EssilorLuxottica is home to the most advanced lens technologies including Varilux, Stellest and Transitions, the most iconic eyewear brands including Ray-Ban and Oakley, the most desired luxury licensed brands and world-class retailers including LensCrafters and Sunglass Hut. The Company's OneSight EssilorLuxottica Foundation has given access to sustainable vision care to more than 760 million people in underserved communities. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP [www.essilorluxottica.com](http://www.essilorluxottica.com)

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