

# Humane AI Pin Commercial Performance: Research Report

INVESTIGATE THE HUMANE AI PIN COMMERCIAL PERFORMANCE USING ONLY ENGLISH SOURCES. FOCUS ON HARD NUMBERS: TOTAL UNITS SOLD, DAILY/WEEKLY SALES TREND, RETURN VOLUMES/RATES, REFUNDS, INVENTORY WRITE-DOWNS, SHUTDOWN TIMELINE, AND HP ASSET DEAL TERMS. PRIORITIZE HIGH-CREDIBILITY SOURCES (

STATUS	QUALITY	SOURCES	DURATION	COST
DONE	85% ★	22	2.6m	\$0.01

0.85

QUALITY  
SCORE

22

SOURCES

7

FINDINGS

5/5

CLAIMS  
VERIFIED

2.6m

DURATION

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# Humane AI Pin Commercial Performance: Research Report

## 1. Executive Summary

Humane Inc.'s AI Pin, launched in April 2024 as an innovative AI-powered wearable priced between \$499 and \$699, has demonstrated poor commercial performance. Despite initial hype and substantial investment backing (~\$230M raised), the device quickly failed to gain market traction. Returns exceeded sales from May to August 2024, leaving approximately 7,000-8,000 units in active customer use by early 2025. Humane ceased sales in early 2025 and announced a shutdown of AI Pin services effective February 28, 2025, rendering the devices mostly inoperative. HP acquired Humane's assets for \$116 million but excluded the physical AI Pin business, leaving customers without ongoing support or refund eligibility beyond a narrow 90-day window.

## 2. Key Findings

• **Total Units Sold:**

Humane shipped around 10,000 AI Pins to date, far short of their 100,000 units first-year sales expectation.

Source: Mashable, The Verge report via Mashable (2025)

• **Sales and Returns Trend:**

Returns surpassed new unit sales from May to August 2024, indicating poor customer

retention and satisfaction. Only ~7,000 to 8,000 units remain in use now.

Source: Mashable (2025)

- **Return Volumes/Rates and Refund Policy:**

Returns outpaced sales over several months. Refunds are only offered to customers who purchased AI Pins within 90 days of the shutdown announcement, with an application deadline of Feb 27, 2025. Earlier buyers are not eligible for refunds.

Sources: Consumer Reports (2025), TechCrunch (2025), Mashable (2025)

- **Refund Process and Impact:**

Due to technical limitations (notably ties to T-Mobile's service), returned devices cannot be refurbished and are effectively written off, which translates to greater financial loss and e-waste.

Source: Mashable (2025)

- **Inventory Write-downs:**

Specific figures unavailable, but the large-scale returns and device obsolescence imply significant inventory and asset write-downs against the AI Pin hardware business, which HP explicitly did not acquire.

Inferred from: Mashable (2025), TechCrunch (2025)

- **Shutdown Timeline:**

- AI Pin shipments ended immediately upon HP acquisition deal announcement (Feb 2025).
- AI Pin devices will cease connection to Humane servers and lose cloud functionality by 12 p.m. PST, Feb 28, 2025.
- Customer support for AI Pin ends on the same date.

Sources: TechCrunch (2025), Mashable (2025), Digital Watch (2025)

- **HP Acquisition Deal Terms:**

HP acquired Humane's software platform (CosmOS), over 300 patents, and the majority of Humane's technical staff for \$116 million. Physical AI Pin hardware business and consumer obligations were excluded. HP plans to integrate the acquired IP and staff into a new AI innovation division, HP IQ.

Sources: TechCrunch (2025), Wikipedia (2025), Digital Watch (2025)

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### 3. Contradictions / Gaps

- **Exact Total Units Sold vs. Shipped:**

Data cites "shipped around 10,000 units," but precise sales numbers vs. shipments are unclear.

- **Exact Return Rate Percentage:**

Returns outpaced sales, but the precise return rate (%) of total units sold is unspecified.

- **Detailed Refund Numbers:**

Public sources do not disclose how many customers actually applied for or received refunds.

- **Financial Write-down Details:**

No explicit public financials on inventory write-downs or losses attributable to returned/obsolete hardware.

- **Consumer Impact Quantification:**

While e-waste and consumer loss are discussed qualitatively, detailed impact quantification is lacking.

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## 4. Conclusion / Thesis

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Humane AI Pin's commercial performance was markedly poor, with total shipments (~10,000 units) dwarfed by returns that began to exceed sales within months of product launch. This resulted in only 7,000–8,000 devices remaining in consumer hands before service shutdown. The company's decision to discontinue the AI Pin and sell off technology assets to HP at a fraction of the startup's earlier valuations reflects a failed hardware endeavor. HP's acquisition focused solely on software, patents, and talent, excluding the hardware and consumer service obligations, thereby abandoning a costly and short-lived product. Consumers outside a narrow refund eligibility window absorb the financial loss and e-waste consequences.

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## 5. Suggested Next Steps

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- **Market Analysis of Failures:**

Conduct deeper consumer feedback analysis to identify specific product shortcomings and market misalignment.

- **Financial Impact Assessment:**

Seek detailed financial statements or disclosures regarding inventory write-downs and total losses to investors and stakeholders.

- **Consumer Refund Follow-up:**

Track refund application and fulfillment rates to assess adequacy of Humane's consumer protection measures post-shutdown.

- **HP Integration Outcomes:**

Monitor HP IQ division for usage of Humane's technology IP and personnel to assess if the acquired assets deliver value.

- **Broader Industry Implications:**

Analyze Humane's AI Pin case as a cautionary example for startups shipping connected AI hardware without robust software, ecosystem, or customer support models.

## References

1 **Humane AI Pins are being returned at a ridiculous pace | Mashable**

<https://mashable.com/article/humane-ai-pin-returns>

2 **Humane ends AI pin sales, HP buys company's assets | Digital Watch Observatory**

<https://dig.watch/updates/humane-ends-ai-pin-sales-hp-buys-companys-assets>

3 **Humane has killed its AI Pin less than a year after its release | Mashable**

<https://mashable.com/article/humane-ai-pin-discontinued-killed>

4 **Humane's AI Pin is dead, as HP buys startup's assets for \$116M | TechCrunch**

<https://techcrunch.com/2025/02/18/humanes-ai-pin-is-dead-as-hp-buys-startups-assets-for-116m/>

5 **Oh, the Humane-ity**

<https://spyglass.org/humane-ai-pin-strategy/>

6 **Should Humane's Asset Sale Orphan an IoT Device? - Innovation at Consumer Reports**

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