



Facebook Launches Ray-Ban Smart Glasses

Discussion > Advanced 7



Exercise 1 – Vocabulary

built-in	Being part of a structure.
[adjective]	<i>Ex: The bedroom has a small built-in closet.</i>

directly	With no people or things in between.
[adverb]	<i>Ex: You should speak directly to him about this issue.</i>

capture	To accurately record in words, film, etc.
[verb]	<i>Ex: This photograph captures his personality perfectly.</i>



spontaneous	Done or happening as the result of a sudden desire and without planning.
[adjective]	<i>Ex: The audience broke out into spontaneous applause.</i>

anticipate	To expect or consider something as likely; to be aware of something that may happen and take action to prepare for it.
[verb]	<i>Ex: Military leaders failed to anticipate a full-scale attack on the base.</i>

default	A setting that a device or computer program uses automatically.
[noun]	<i>Ex: The phone's default language is English.</i>



Exercise 2 – Reading

Read the text aloud with your tutor and discuss the key points.

Facebook Launches Ray-Ban Smart Glasses

Facebook is launching a pair of smart glasses called Ray-Ban Stories, seven years after Google Glass failed to impress consumers.

It's working with the European company EssilorLuxottica and Ray-Ban to create the glasses, which have a camera, built-in speakers, a microphone, an app and a charging case.

The glasses cost \$299 and are available in the US, UK, Canada, Italy, Ireland and Australia.

Previous smart glasses, such as Google Glass and Snap Spectacles, have had limited success, so Facebook is hoping that things might be different this time and people will actually wear the device.



Ray-Ban Stories allow users to listen to music, talk to people and take photos and videos. Users can't post directly onto Facebook or any other social media platform, but using the separate View app, they can share photos and videos on social media.

In a blog post, Facebook said the glasses let people "capture life's spontaneous moments as they happen from a unique first-person perspective."

Anticipating privacy concerns, Facebook said that by default the glasses "collect data that's needed to make your glasses work and function." It said this includes battery levels, to let you know when your battery is low, and your email address and password for your Facebook login, to make sure it's really you when you log into the Facebook View app.

Facebook has signed a multi-year partnership with EssilorLuxottica, and the glasses are the first version of what's likely to be more wearable devices as the social media company looks for platforms beyond smartphones.

Convincing social media users that they need to wear an "all-day" connected device on their face may be difficult, however — even for Facebook.



Exercise 3 – Discussion

Discuss the following questions with your tutor.

1. What are your thoughts on Ray-Ban Stories?
2. Do you think Ray-Ban Stories will be more successful than Google Glass? Why? Why not?
3. Do you expect smart glasses to be commonplace within the next few decades? Why? Why not?
4. Are there any devices or gadgets you'd like to get your hands on?
5. What's your favorite social media platform? What type of content do you usually post or follow?
6. How much time do you spend on social media per day?
7. Do you know anyone who doesn't use social media at all?
8. Are any of your friends or family social media addicts?