

## Ray-Ban Meta Gen 2 Smart Glasses Launch in India

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The second-generation of Ray-Ban Meta smart glasses — developed by Meta in collaboration with EssilorLuxottica — have officially launched in India, the companies announced this week.

The “Gen 2” model introduces a host of upgrades over the earlier version, and is now available online across the country.

### What’s New: Features & Upgrades

- **3K Ultra HD camera & enhanced video:** The glasses now feature an ultra-wide camera capable of capturing 3K Ultra HD video — a major leap forward from the earlier generation.
- **Improved battery life:** Users get longer usage on a single charge, plus extended backup via the charging case, making the glasses more practical for all-day wear.
- **Upgraded audio & microphones:** The new model includes a five-mic system and open-ear speakers, designed for clearer voice capture and audio output during calls, music, or Meta AI interactions.
- **New seasonal colors & style appeal:** Alongside the tech upgrades, the Gen 2 Ray-Ban Meta glasses come in fresh colourways — positioning them as both a fashion statement and a smart-tech accessory.

### Localisation for India:

In recognition of India’s diverse user base, the Gen 2 glasses support Hindi as a preferred language for all features. Notably, the global line-up of voices for the built-in Meta AI includes a celebrity voice — that of Deepika Padukone (in English) — adding a familiar touch to the AI experience.

### Why This Matters :

The launch marks a significant push into the Indian wearables market, reflecting growing demand for AI-powered devices that combine convenience, connectivity, and style. The Gen 2 Ray-Ban Meta smart glasses aim to appeal not just to tech enthusiasts but also to everyday users who want hands-free calls, video, music and more — all from a fashionable eyewear frame.

With major upgrades in video, battery, audio and language support, these smart glasses stand out as one of the more mature and consumer-ready wearables now available in India.

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