

GLASS

Insiya Lokhandwala
Business Development, Google

HUGE PROBLEM

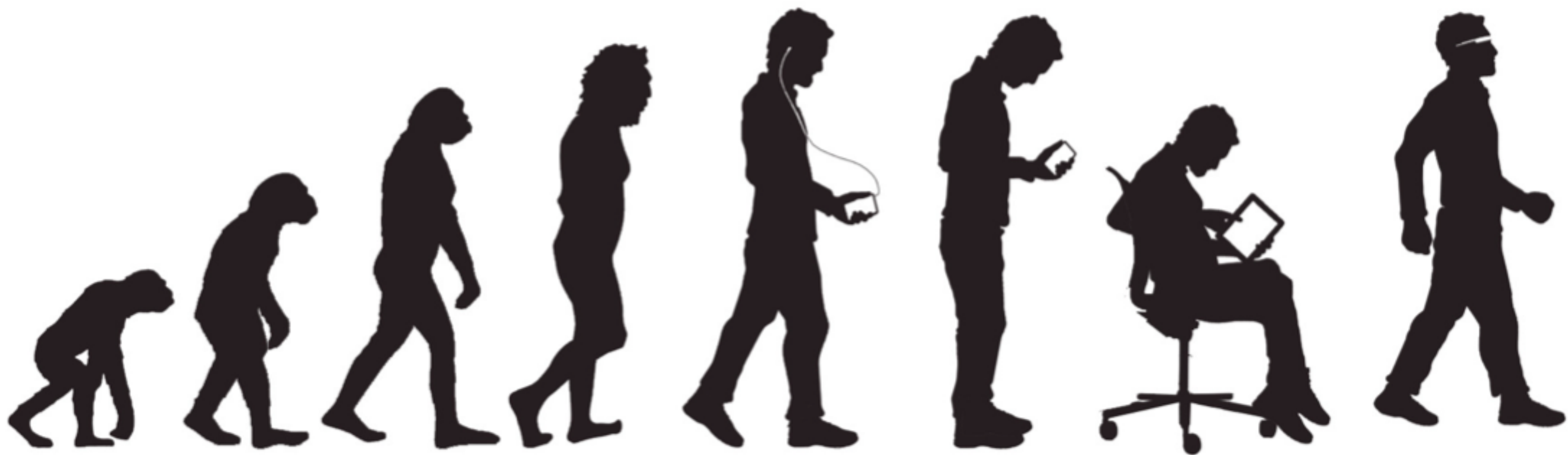
RADICAL
SOLUTION

BREAKTHROUGH
TECHNOLOGY



01

What are we solving for?







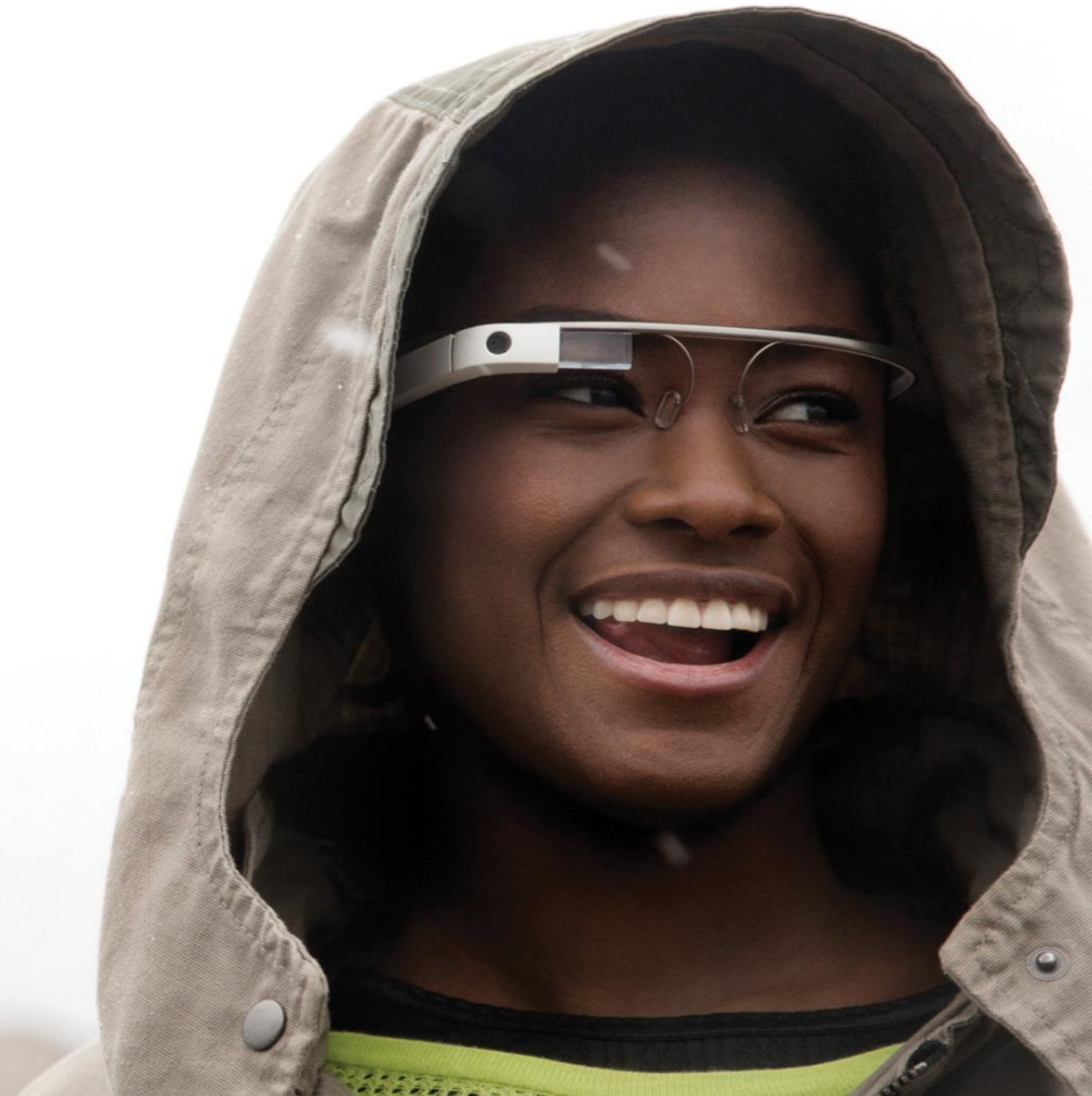
GLASS

02

How it *all* began



From a science project to a product....









“The pursuit of perfection is not to get to where there is nothing left to add, it's to get to where there is nothing left to take away.”





Anthony Brown

@anthonybrown

Follow

[#ifihadglass](#), zookeeper POV video/hangouts of penguin feedings would be amazing!
[@projectglass](#)

Reply Retweet Favorite More

3
FAVORITES



Max Wood Feb 28, 2013 - Public (locked)

[#ifihadglass](#) I would improve firefighter safety by providing firefighters pre-fire planning maps with hazards and escape routes in low visibility circumstances, location services helping track accountability of firefighters. It will supply real-time video feeds to incident commanders and instructions like "EVACUATE NOW!" or "VICTIM REAR BEDROOM" to firefighters.



Kathryn Hill Feb 27, 2013 - Public (locked)

[#ifihadglass](#) I am deaf. I would use Glass for:

- Reading subtitles (movies/plays)
- Viewing speech-to-text "bubbles" during live performances, lectures, or group conversations
- Receiving visual alerts for audible alerts (e.g. smoke detectors)

I hope one day Glass will be able to do these things, and more.



INSERT FRAMES VIDEO

Titanium Collection







04

Glassware

The logo consists of four overlapping, semi-transparent geometric shapes: a red parallelogram, a green parallelogram, a blue parallelogram, and a yellow parallelogram, arranged to form a larger, abstract shape.

Glass Foundry



ELLE





Exploring the city

Share your view with a photo, video, or moment capture

Useful for working out

Running
Bicycling
Hiking
Snowboarding & skiing
Playing tennis
Golfing





Working out

Putting your performance in front of you like never before



Exploring the city
Get better local information



The Brooklyn Bridge was completed in 1883. Construction lasted 14 years and it took the lives of ~27 workers - including that of the bridge's original designer, John A. Roebling.

Traveling

Learn more about the places you visit



Traveling

Act like a local, no matter where you go

INSERT ROY CHOI VIDEO

05

Our Explorers

INSERT VIDEO _ EXPLORERS

06

Glass is



Glass is
more than just the device



Glass is
smart eye wear



Glass is
a premium lifestyle product



Glass is
not replacing your smartphone,
fitness band or camera

Instead, it enhances your experience with those products and may even be the better alternative for some use cases.

Glass is

Whatever one makes of it

07

Strategic Partnerships

08

What's next?

Thank you

