



Starting soon





STATE OF **AI** WEARABLES

The era of the next
personal device

26





The „iPhone moment“ for *Smart Glasses* is happening **right now!**

SMARTPHONE

2008



AI GLASSES

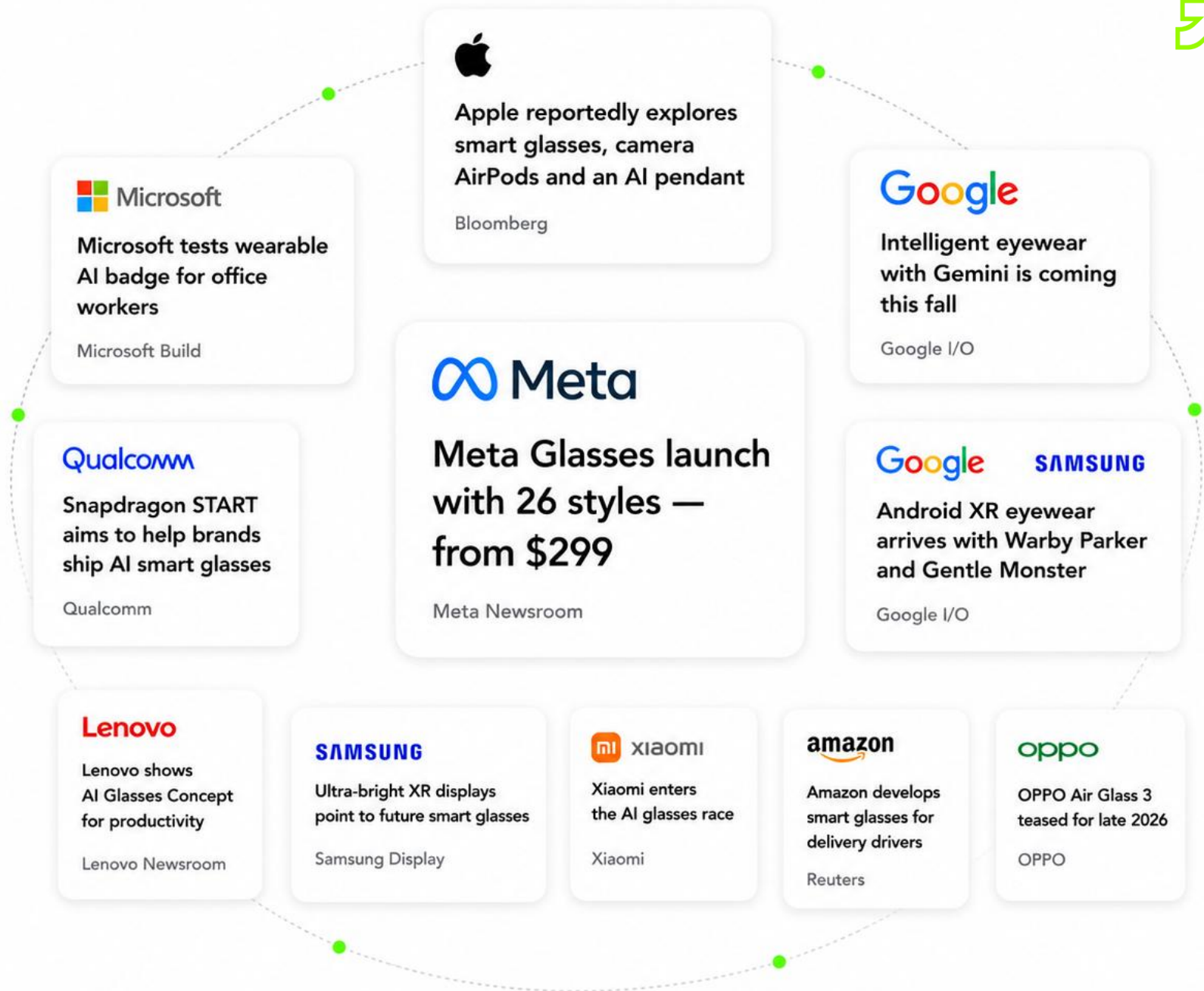
2026





This is not one company betting on AI Wearables. It's an entire ecosystem moving.

The race has started!

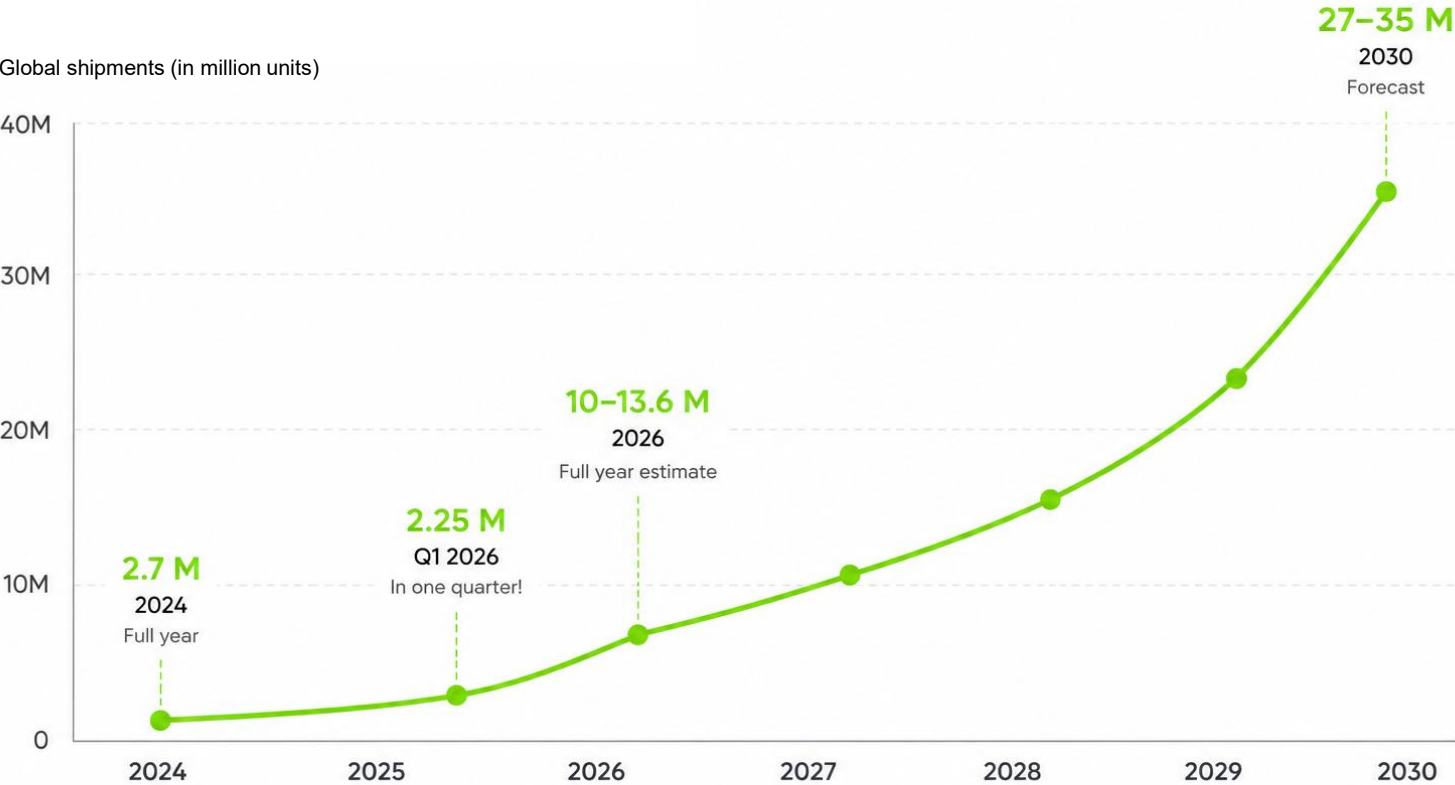




MARKET DEVELOPMENT

AI SMART GLASSES SHIPMENTS

Global shipments (in million units)



Source: IDC (June 2026), Omdia (June 2025)
Note: 2026 estimate per IDC. 2030 forecast per Omdia.



167%
Q1 2026 YoY Growth
IDC (June 2026)



2.25 M
Shipped in Q1 2026
= Entire 2024 Market
IDC (June 2026)



35 M
Projected AI Glasses Shipments by 2030
IDC (June 2026)





Why do we need a new personal device?

Because smartphones were built for apps. **AI Wearables** are built for **AI**.

SMARTPHONE

Built for apps

-  **Open new apps**
You have to start from zero.
-  **Unlock the phone**
An extra step every time.
-  **Take it out of your pocket**
Not always convenient.
-  **Type or tap**
Requires your full attention.
-  **Switch between apps**
Interrupts your flow.
-  **Limited context**
AI only knows what you tell it.

Reactive Interactions

You ask → AI responds

AI WEARABLE

Built for AI

-  **Always available**
Ready when you need it.
-  **Hands-free by design**
Stay present in the moment.
-  **Voice-first**
Speak naturally, get things done.
-  **Sees what you see**
Understands your environment.
-  **Hears what you hear**
Captures conversations & context.
-  **Understands your context**
Continuous. Passive. Relevant.

Context-first interaction

AI understands → You benefit

LESS
INTERACTION

→
MORE
CONTEXT



AI is only as good as the **context** it understands – **AI Wearables** make it very **easy** to provide the context



To understand
the market,
follow the **incentives**.

AI Wearables transform screen-based business models
into **context-based** business models.

SCREEN ECONOMY  CONTEXT ECONOMY

OUTERNET: Digital services beyond the screen

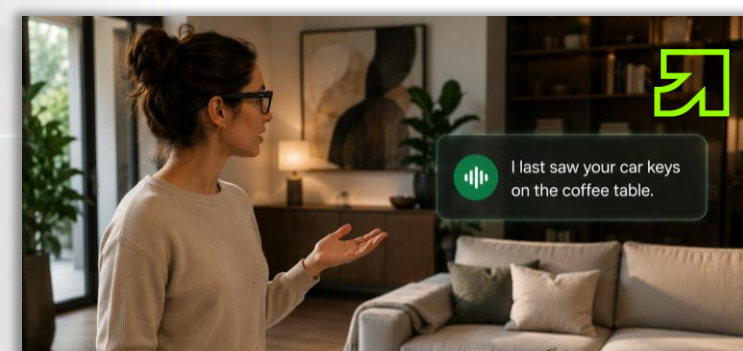
A dramatically **richer** layer of everyday **value**.



 **Bolognese**
Here's what you need:

	Zwiebeln	Not in fridge	
	Hackfleisch	Not in fridge	
	Frische Tomaten	Not in fridge	
	Tomatenmark	Not in fridge	
	Parmesan	In fridge	

Added **4 items** to your shopping list.





AI Glasses are just the beginning.

Different **moments** call for different **AI Wearables**.

MOMENTS & SITUATIONS



Everyday life



Sports & Activities



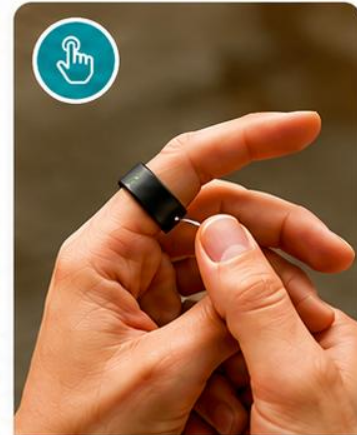
Temporary Experiences



White Collar Work



Blue Collar Work



Discreet Control

WEARABLE DEVICE CATEGORIES



Light glasses

Audio, mic,
minimal



Camera glasses

Audio, mic,
camera



Display glasses

Audio, mic,
display,
camera (opt.)



Earbuds /
headphones

Audio, mic,
camera (opt.),
sensors



Pendant /
necklace

Audio, mic,
camera (opt.)



Pin /
clip-on

Audio, mic,
camera (opt.)



Badge

Audio, mic,
camera (opt.),
sensors



Ring /
wristband

Control, gesture,
biometrics



Special-purpose AI Wearables are coming.

White-label AI platforms enable every industry to build its own wearable.

EXAMPLE: SNAPDRAGON START



More device categories
From glasses to badges, helmets, pens and purpose-built wearables.



More hardware configurations
Audio, camera, display, processor/chips and sensor combinations tailored to every use case.



More industries
Retail, travel, manufacturing, entertainment and healthcare.

Snapdragon Start

White Label Product Preview

Audio & Camera

Thundercomm

Monocular | LCOS full color

APPLIED MATERIALS

Scaling Partner

JORJIN

Binocular | uLED full color

APPLIED MATERIALS

Scaling Partner

PEGATRON



Lower barriers. Endless possibilities.

Modular, AI software foundations and scalable manufacturing enable the next hardware generation of industry-specific AI Wearables.



From framework to

Real-World Solutions.

Sales Companion

Revenue Growth

Better Experience

Training Companion

Cost Reduction

Better Experience

Field Expert Companion

Risk Reduction

Cost Reduction

Visitor Experience Companion

Better Experience

Revenue Growth

Experience these prototypes live at XRCC.

Meet the builders, test the solutions and discuss implementation, technical feasibility and business value.

Hands-on Prototypes

Expert Discussions

Ecosystem Connection

Use Case Validation

The next personal device era is just emerging.

AI Wearables, Smart Glasses and Spatial Computing are moving from prototypes to real business applications.

If you want to see where this market is heading next, join the people **building it**.



XR Creator Con (XRCC)

Berlin • Tomorrow & the day after

1. und 2. Juli

One of the world's largest AI + XR hackathons, bringing together:



Platforms & Infrastructure

Meta, Snap, Pico & more leading platforms



Enterprise Leaders

Solving real business challenges



XR & AI Developers

The world's leading developer community



Live Demos & Prototypes

From ideas to production-ready use cases



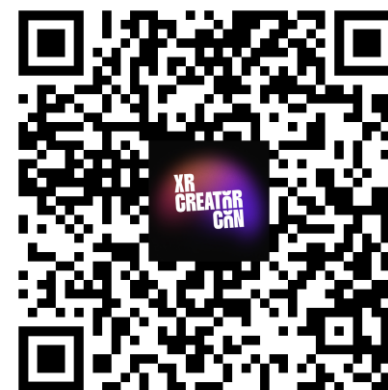
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See you **there!**



Thank You.

LET'S SHAPE THE FUTURE TOGETHER.



TINO KRAUSE

Regional Director Germany,
Austria, Switzerland, Meta



CAMILLO STARK

Head of Spatial Technologies
1SP Agency