

Oakley to Debut New Meta AI Glasses Product Line in July

Eyewear manufacturer Oakley is joining in on the performance artificial intelligence glasses fun, teaming up with Meta to launch a new product line.

The Oakley Meta HSTN (pronounced HOW-stuhn) combines Oakley's design DNA with Meta's AI technology, enabling users to capture hands-free action with the built-in camera and share their unique point of view.

Featuring Ultra HD (3K) video cameras, along with chatbot Meta AI, the Oakley Meta HSTN glasses will retail at \$499. They will debut Friday, July 11, with the rest of the collection set to drop later this summer, starting at \$399.

The glasses will initially launch in the U.S., Canada, the U.K., Ireland, France, Italy, Spain, Austria, Belgium, Australia, Germany, Sweden, Norway, Finland, and Denmark. More countries will be added later this year, including Mexico, India, and the United Arab Emirates.

The Oakley Meta HSTN glasses will also feature powerful open-ear speakers seamlessly integrated into the frames, as well as an IPX4 water resistance rating.

The glasses will carry a battery life of up to eight hours of typical use and up to 19 hours on standby. They will be able to achieve a charge of up to 50% in just 20 minutes, and they come with a charging case that can deliver up to 48 hours of charging on the go.

Oakley is launching a marketing push for its new Meta HSTN glasses featuring Team Oakley athletes Kylian Mbappé, Patrick

Mahomes, Gabriel Medina, and J.R. Smith, among others.

Oakley is joining Ray-Ban in having a performance AI glasses product line equipped with Meta AI. As of February 2025, over 2 million pairs of Meta Ray Ban glasses have been sold since their October 2023 debut, with a goal of producing 10 million Meta glasses each year by the end of 2026.

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