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EMERGING TECHNOLOGY THAT HAS FAILED – THE FALL OF GOOGLE GLASS

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Outline

- Objective
- Introduction
- Background Information
- Introduction of Google Glass
- Technologies Used
- Working of Google Glass
- Analysis of problem
- Limitations
- Benefits
- Application and future
- Reference

Objective

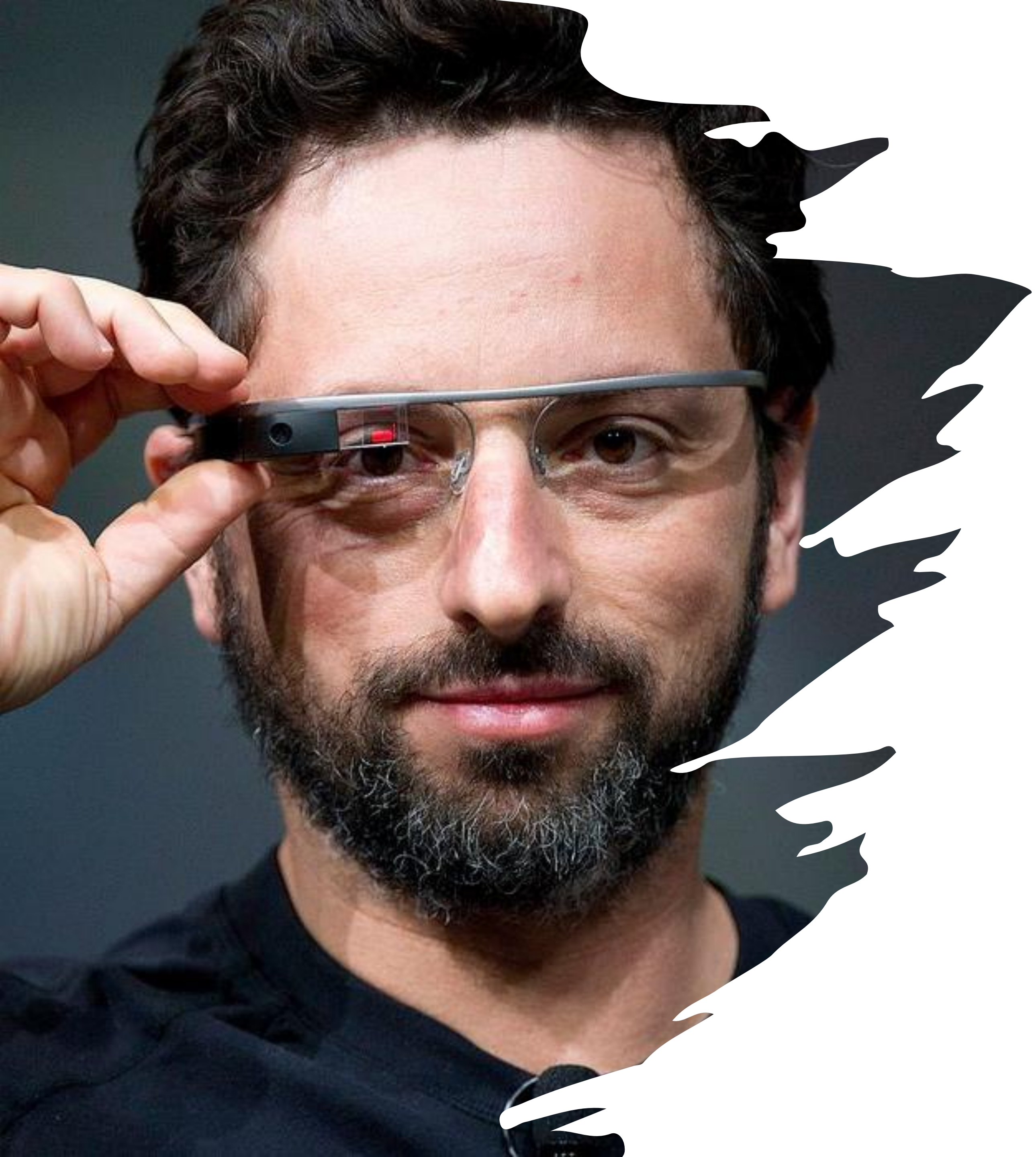
Implementing the idea of wearable computing with the help of augmented Display and Virtual Reality.

Introduction

“What I envisioned back in the 1970s was this thing you would wear as 'glass' over your right eye, and you could see the world though that glass. The glass then reconfigures the things you see.”

Professor Steve Mann

(University of Toronto, Father of wearable technology)



Introduction (conti.)

- Google Glass – Wearable computing with an

OHMD.

- Developed by R&D department of Google

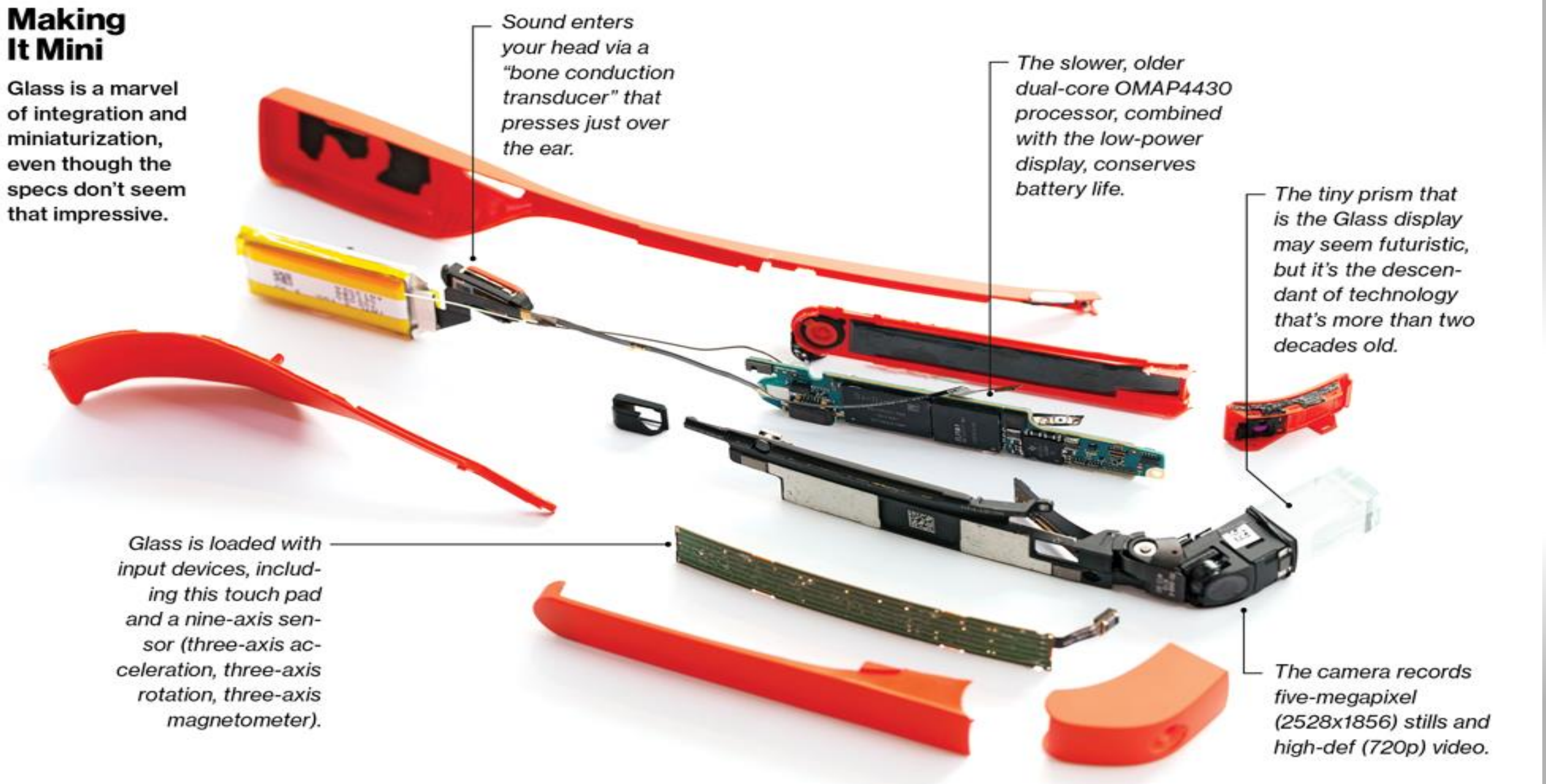
(Google X)

- To reduce delay between intension and

Action

- Camera, display, touchpad, battery and battery and microphone build into specification frame.

Google Glass components



Generation of Google Glass

- 1st Generation
- 2nd Generation
- 3rd Generation
- 4th Generation

Technical Specification

Optics Engine
- Display resolution: WQVGA Color 16x9 displays
- Field of View (Diagonal): 16 degrees –
  4” cellphone screen at 14”
- Brightness: >2000 nits
- Left or right eye useable

Built in OMAP 4 Processor and Graphics engine
- Fully optimized Android 4.01
- 4G of memory

Integrated button controls
- power, select, volume up, volume down

Integrated head tracker & GPS
- 3-degree of freedom head tracking
- Integrated compass and GPS

Integrated battery
- Up to 8 hours
  - 2 hours full on
  - 8 hours typical usage profile

External Flash Slot
- Micro SD slot (supports up to 8G)

Hands Free
- Noise suppression ear Speaker
- Noise cancelling microphone

HD 720p Camera:
- 16:9 aspect ratio
- H.264 compressed over Bluetooth
- Video recording capable

Mounting Options:
- Over ear
- Over head
- Behind head

Connectivity
- uUSB: Control/Power/Upgrade
- Wi-Fi 802.11b/g/n, Bluetooth/GPS

Host Device software, SDK available upon request
- iOS/Android

Working of Google Glass

Google Announced the end of Google Glass

Google Glass Help

Describe your issue

Final software update for Glass Explorer E

Glass Explorer Edition is receiving a final update that you will need to manually install. After February 25, 2020, this update removes the need and ability to use your Google account on Glass. It also removes Glass' connection to backend services. This update is available now and should be installed so you can continue using your device without issues.

This update applies only to Glass Explorer Edition devices. It does not affect Glass Enterprise Edition devices.

Update your Google Glass device

1. Download the signed image file.
2. Unzip the file. You'll see 3 files:
   - boot.img

```
$ fastboot erase user
$ fastboot oem lock     # optio
```

AFTER FEBRUARY 25, 2020, THIS UPDATE REMOVES THE N

ABILITY TO USE YOUR GOOGLE ACCOUNT ON GLASS.

IT ALSO REMOVES GLASS' CONNECTION TO BACKEND SERV


MTA
The M90 Bus Service
Will Arrive in 23 Min.
Are you Going the right Way?
You have been to
Blue Fin Before.
Whant to Check in?
Status: Work :-(
I <3 Lady GaGa!
This Lady Smells
Hey Bro, I see you're
Close to Blue Fin, wanna eat?
DELICATESSEN
ATM
What is that?
You are Really Hot
But your hat is
Really Stupid
You have 72 New Emails
RE: Your Lunch Date
FWD: Stupid Dancing Dog
Sponsorship Opportunities
RE: Google Glasses??
Jessica Wants to Chat with you

So what exactly went wrong?

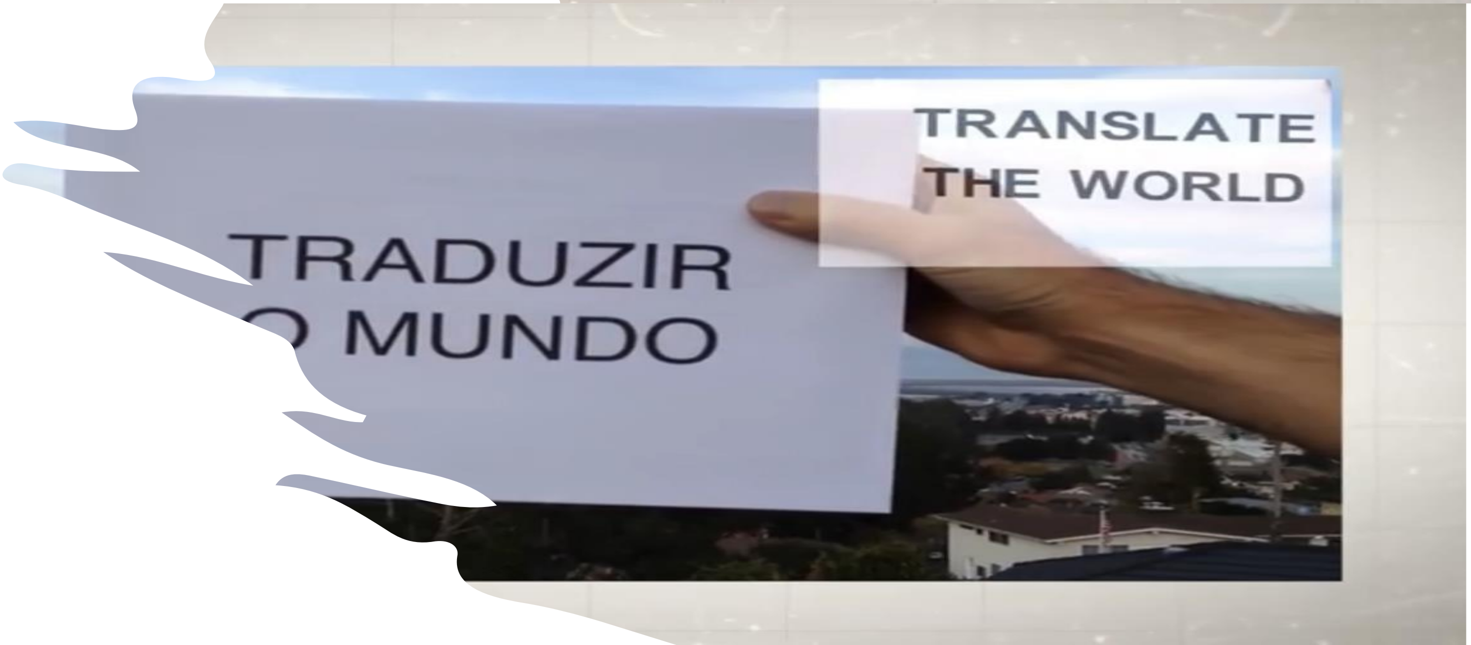
- Available to few elite user and twitter celebrity
- Cost $1500
- Bad Marketing
- Ahead of its time
- Privacy concern
- Fear of being recorded every where

How and why it was first released?

Design criticism

- Bulky frames
- Not a conventional pair of Glasses

- Features ahead of their time for users.
- Examples Google Glass could do in 2012



Places where Google Glass was banned.

- ATMs
- Cinemas
- Bars and pubs
- Casinos
- Hospitals
- Concerts, movie theatres.
- Schools and Classrooms.
- List goes on and on.

Future of Google Glass

- Enterprise edition launched in 2017
- Price: $999
- Will it be successful only time will tell.

Google is making its latest augmented reality headset, Google Glass Enterprise Edition 2, available for direct purchase, nearly a year after launching it through select workplace partners for $999 a unit. The price remains the same (or slightly more if you get the Glass "pod" attached to a band), but Google says you no longer have to go through a "solution provider" to purchase one.

That's especially helpful for developers who may want to tinker with Google's heads-up display and haven't been able to easily do so since the device's initial, ill-fated "Explorer Edition" launch way back in 2014.

Again, this is an enterprise product, so it's not designed for everyday consumer use. It's primarily for jobs in construction and on factory floors as well as in the medical field and other disciplines that can make use of a simpler heads-up display and that don't (yet) require something like a full-blown mixed reality device like Microsoft HoloLens.

"Since Glass Enterprise Edition 2 launched last May, we've seen strong demand from developers and businesses who are interested in building new, helpful enterprise solutions for Glass," Jay Kothari, the Google Glass project lead, writes in a blog post published on Tuesday. "In order to make it easier for them to start working with Glass, they can now purchase devices directly from one of our hardware resellers, such as CDW, Mobile Advance or SHI."

Future of Google Glass

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Thank you for your time.