

Technology

Meta Connect 2025: Smart glasses launches continue to fuel supply chain innovation

Meta Connect 2025 was held on 17 Sep (US Time) and Meta officially launched three new smart glasses including Meta Ray-Ban Display, Ray-Ban Meta (Gen 2) updated version and Oakley Meta Vanguard. The key focus was on its first smart glasses with a HUD display and Meta Neural Band to allow gesture interaction. Meta has also upgraded Ray-Ban Meta (Gen 2) with longer battery life and improved resolution, and cooperated with Oakley to extend smart glasses in sportswear market. Overall, we believe the spec and price are largely in-line with market expectations and supply chain names with rising sales exposure to AI glasses are set to benefit, including major tech brands (Xiaomi), optics players (Q-tech/O-Film), speakers/MEMS mic (AAC Tech), structural components (Luxshare/Lens/Lingyi/Everwin/TK), OEMs (Luxshare/Lens/Huaqin), customized lenses (Conant), and display (BOE/TCL).

- **Spec/price largely in-line; HUD display and Meta Neural Band as bright spots.** Meta officially announced its first smart glasses Meta Ray-Ban Display with right lens embedded with a full-color high-resolution display screen (HUD), which supports viewing information, video calls, real-time subtitles, walking navigation and photo preview. It adopts Qualcomm Snapdragon AR1 Gen1 and is equipped with 12MP camera. In addition, its electromyography bracelet Meta Neural Band allows gesture interaction such as pinching fingers and rotating the wrist to adjust the volume, and handwriting function is currently under development. The battery life is ~six hours with a folding charging case to be used for up to 30 hours. The starting price is US\$799 and is available for sale on Sep 30. Overall, spec and pricing are largely in-line with market expectation. While we believe this price point is too high for mass-market adoption, it can significantly increase use cases and enhance the development of AI+AR glasses supply chain.
- **Ray-Ban Meta (Gen 2) with longer battery life and higher resolution; Oakley Meta Vanguard to extend into sportswear market.** Meta also announced below: **1) Ray-Ban Meta (Gen 2):** battery life extended to 8 hours, 12MP ultra-wide-angle lens but an improved 3K resolution (vs. prior-gen 1080p). Brand-new Dialogue Focus feature can enhance voice recognition in noisy environments. Starting price is US\$379 and is on sale now. **2) Oakley Meta Vanguard:** sports smart glasses featuring an IP67 water and dust resistance rating, an optimized five-microphone array and a 12MP wide-angle camera. Fitness data can be acquired from sports apps such as Garmin and Strava through Meta AI voice commands. Price starts at US\$499 and the glasses will be available on Oct 21 with pre-orders having already started. Overall, we believe Meta has enriched its smart glasses product portfolio and expansion into sportswear market will be positive to supply chain with a larger consumer base and more daily use cases.
- **Stock implications.** We expect cost optimization and more gen-AI use cases will continue to drive AI glasses demand into FY26-27E, supported by 1) Ray-Ban Meta sales momentum of >200% YoY in 1H25, and 2) smart glass capacity expansion by EssilorLuxottica (>10mn by 2026). We view names below as key beneficiaries, including brands (Xiaomi), optics players (Q-tech/O-Film), speakers/MEMS mic (AAC Tech), structural components (Luxshare/Lens/Lingyi/Everwin/TK), OEMs (Luxshare/Lens/Huaqin), customized lenses (Conant), and display (BOE/TCL).

Valuation Table

Name	Ticker	Rating	Mkt Cap (US\$ mn)	TP (LC)	Upside/Downside	P/E (x) FY25E	P/E (x) FY26E	P/B (x) FY25E	P/B (x) FY26E	ROE (%) FY25E	ROE (%) FY26E
AAC Tech	2018 HK	BUY	6,777.9	60.55	38%	18.5	14.6	1.9	1.7	0.1	0.1
Luxshare	002475 CH	BUY	53,065.2	59.50	12%	22.1	18.7	3.7	3.1	0.2	0.2
Q-Tech	1478 HK	BUY	2,222.6	14.50	-1%	19.7	16.5	2.8	2.4	0.1	0.2
Xiaomi	1810 HK	BUY	154,617.0	62.96	11%	30.1	23.6	4.8	4.0	0.2	0.2

Source: Company data, CMBIGM estimates

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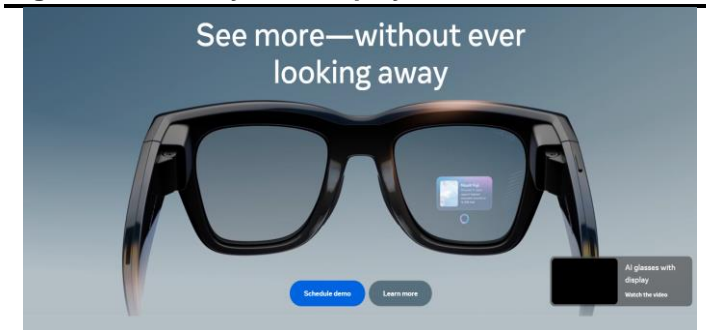
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Figure 1: Smart glasses key spec comparison by brand

Product	Meta Ray-Ban Display	Ray-Ban Meta Gen 2 (2025)	Oakley Meta Vanguard	Rokid Glasses	RayNeo V3	Loom OS	Xiaomi AI glasses	Huawei Smart Glasses	Skyworth AI Glasses
Type	Display AI Glasses	AI camera glasses	High-performance sports smart glasses	Full-function AI+AR Glasses	AI camera glasses	AI camera glasses	AI camera glasses	Bluetooth Audio Glasses	All-scenario AI Smart Glasses
Starting Price	\$799	\$379	\$499	RMB 3,299 (with charging case)	RMB 1799/1999/2299	RMB 999	RMB 1999	RMB 1699	-
SoC chip	Qualcomm Snapdragon AR1 Gen 1	Qualcomm Snapdragon AR2 Gen 1	-	Qualcomm AR1 + NXP RT600 dual-chip	Qualcomm Snapdragon AR1	Unisoc W517	Qualcomm AR1 + BES2700H	-	SOC+ISP+ADSP triple-core architecture
Image sensor	Sony IMX681	SONY IMX903 (1/1.28")	-	Sony professional 5P optical lens	Sony IMX861	Sony IMX471	Sony IMX681	-	-
Camera pixel	12 MP	12 MP	12MP	12 MP	16 MP	16 MP	12 MP	-	12 MP
Cam spec	-	13mm ultra-wide-angle /F2.2 aperture	122° wide-angle lens	Supports low-light/backlight shooting	16mm ultra-wide-angle, F2.2 aperture	123° human-like ultra-wide, f/2.2 aperture	105° ultra-wide-angle, f/2.2 aperture	-	-
Storage capacity	-	8GB RAM + 128GB ROM	-	-	32 GB	32 GB	4GB RAM + 32GB ROM	-	-
AI large model	Meta Llama 3	Meta Llama 4 (Edge + Cloud)	-	translation/navigation/payment	Alibaba Tongyi Qianwen (Custom)	Supports 10+ models (e.g. YunTianLiFei)	Xiaoai Voice Assistant	Huawei Smart Assistant	Supports DeepSeek, Tongyi Qianwen, Douban, etc.
Battery capacity	-	150 mAh	-	210 mAh	159 mAh	450 mAh (+6500 mAh extended ring)	263 mAh	-	-
Battery life	Up to 6-hr (mixed use) / Up to 30-hr (w/ portable charging case)	8 hours (daily use) 3.5 hours (continuous video shooting)	9 hours (regular), 36 hours (including charging case)	-	7 hours comprehensive use	15 hours shooting with extended ring	8.6 hours typical use	-	24+ hours daily use, over 1 hour recording
Charging time	-	magnetic fast charging (50% charge in 15 min)	-	-	40 minutes	-	45 minutes	-	fast charging 30 mins
Weight	69 g	49 g	-	49 g	39 g (no lenses)	50 g	40 g (no lenses)	-	34.7 g
Microphone	-	8-array beamforming microphone	5-mic array (Wind noise suppression)	4-array mic (near/far field)	refer to similar 3-array	-	5-mic array (including 1 bone conduction)	-	-
Speaker	-	Directional Audio 3.0 (40% reduction in sound leakage)	Open speaker (volume +6dB)	Directional open-type	Standard open-type	-	2 open speakers	Built-in sound unit	-
Waterproof grade	-	IP55	IP67	-	-	-	IP54	-	-
Live streaming function	Live captions, translation, messaging, video calls (WhatsApp, Messenger)	-	-	-	-	-	Supported (WeChat, Douyin, Bilibili, etc.)	-	-
Interaction mode	Voice + Neural Wristband (sEMG)	Voice + Touch +AI gesture recognition (air operation)	Voice + touch control	Voice + gesture recognition	-	-	Voice + button	Touch (temple)	Voice

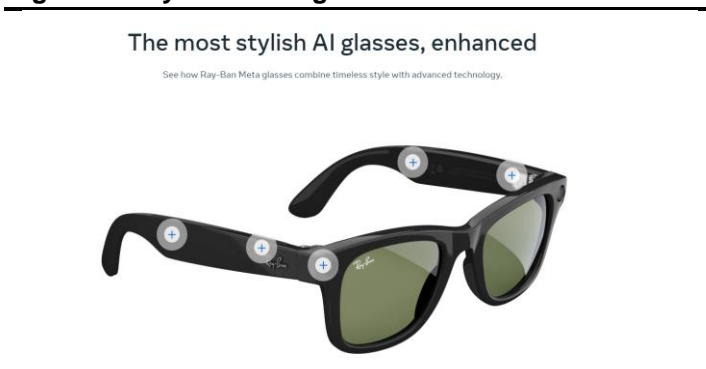
Source: Official website of Meta, Rokid, RayNeo, Xiaomi, LoomOS, Huawei, and Skyworth, CMBIGM

Figure 2: Meta Ray-Ban Display

Source: Meta, CMBIGM

Figure 3: Meta Neural Band

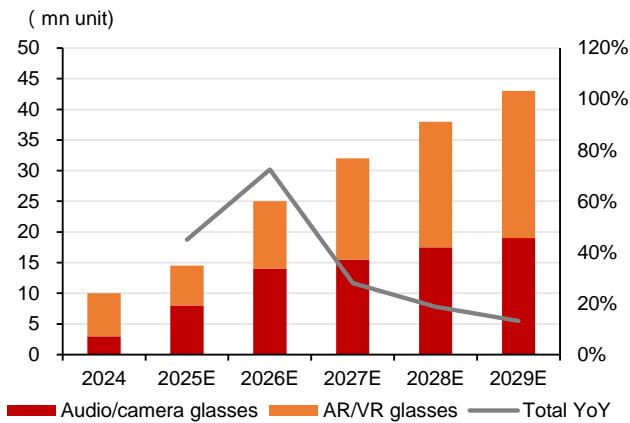
Source: Meta, CMBIGM

Figure 4: Ray-Ban Meta gen 2

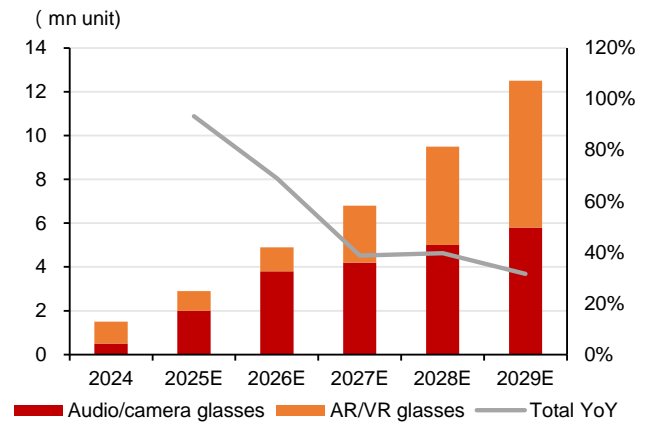
Source: Meta, CMBIGM

Figure 5: Oakley Meta Vanguard

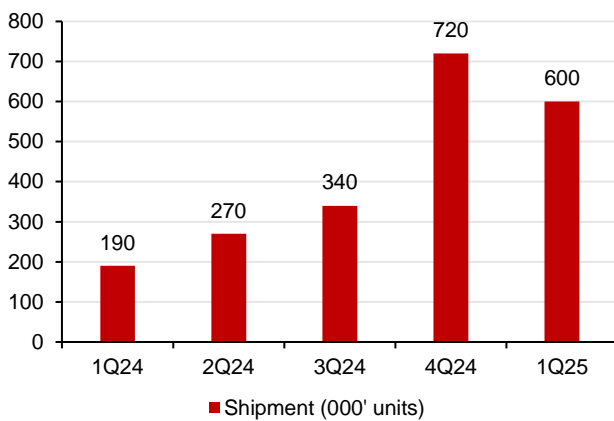
Source: Meta, CMBIGM

Figure 6: Global AI/smart glasses shipment forecast

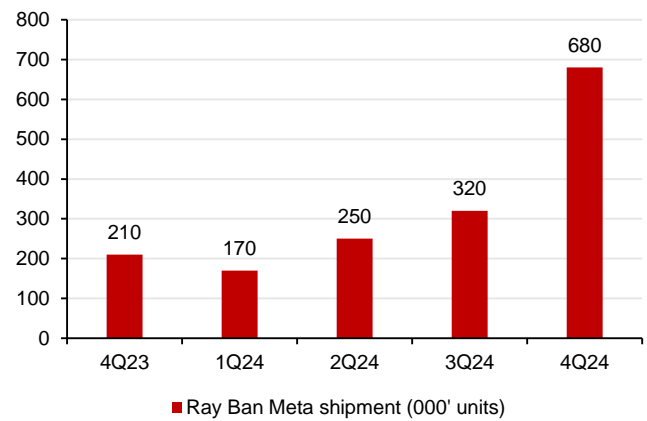
Source: IDC, CMBIGM

Figure 7: China AI/smart glasses shipment forecast

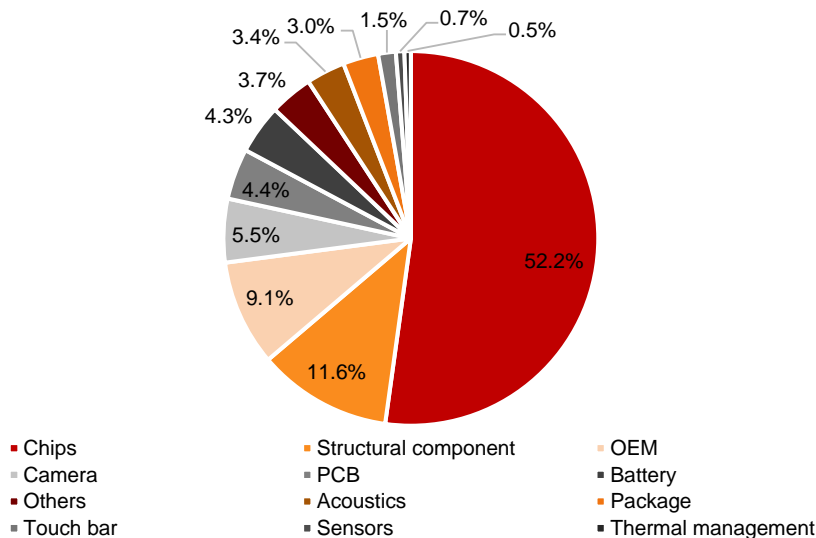
Source: IDC, CMBIGM

Figure 8: Global AI smart glasses quarterly sales

Source: Wellsenn XR, CMBIGM

Figure 9: Ray-Ban Meta glasses sales by quarter

Source: Wellsenn XR, CMBIGM

Figure 10: Meta Ray-Ban AI glasses BOM breakdown

Source: Wellsenn XR, CMBIGM

Figure 11: Peers comparison - smart glasses supply chain

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Company	Ticker	Mkt Cap (US\$ mn)	Price (LC)	P/E (x)		P/B (x)		ROE (%)	
				FY25E	FY26E	FY25E	FY26E	FY25E	FY26E
Brand									
EssilorLuxottica	EL FP	150,387	274.3	39.0	34.9	3.0	2.9	7.7	8.3
Meta	META US	1,948,706	775.7	23.4	22.0	8.2	6.2	35.3	29.2
Apple	AAPL US	3,546,705	239.0	32.4	30.1	56.1	47.1	177.2	181.0
Xiaomi	1810 HK	190,230	56.9	29.0	23.1	4.6	3.9	16.0	16.8
		Average		27.0	23.9	14.7	12.3	49.7	49.8
ODM/OEM									
Luxshare	002475 CH	54,198	53.1	22.1	18.8	3.7	3.1	16.7	16.5
Lens Tech	6613 HK	24,442	28.0	27.8	20.1	2.4	2.2	9.2	11.9
Longcheer	603341 CH	3,009	45.6	33.2	22.3	3.5	3.1	10.7	13.7
Huaqin	603296 CH	13,476	94.3	24.9	19.9	3.8	3.3	15.3	16.7
AAC Tech	2018 HK	6,643	44.0	18.2	14.3	1.8	1.7	10.0	11.5
Emdoor	001314 CH	980	49.6	82.7	37.9	3.3	3.1	4.0	8.1
		Average		34.8	22.2	3.1	2.7	11.0	13.1
Structural components									
Luxshare	002475 CH	54,198	53.1	22.1	18.8	3.7	3.1	16.7	16.5
Lens Tech	6613 HK	24,442	28.0	27.8	20.1	2.4	2.2	9.2	11.9
Lingyi iTech	002600 CH	14,290	14.5	39.9	30.1	4.6	4.0	11.4	13.3
Everwin	300115 CH	6,600	34.5	57.5	46.1	5.4	3.6	9.5	11.0
		Average		30.9	24.3	3.4	2.8	12.4	13.9
Display (LCoS, Micro LED, Micro OLED)									
Sony	SONY US	179,328	29.2	22.7	21.8	-	3.0	13.3	13.7
BOE	000725 CH	21,659	4.1	18.9	13.8	1.1	1.0	5.9	7.6
LG Electronics	066570 KS	9,666	82,200	9.5	8.1	0.7	0.6	6.8	7.4
O-Film	002456 CH	6,373	13.5	179.9	111.5	9.6	8.7	5.6	8.9
AAC Tech	2018 HK	6,643	44.0	18.2	14.3	1.8	1.7	10.0	11.5
Nationstar	002449 CH	820	9.4	-	-	-	-	-	-
Leyard	300296 CH	2,763	7.2	42.6	38.1	2.4	2.3	5.7	6.1
		Average		48.6	34.6	3.1	2.9	7.9	9.2
Camera									
Luxshare	002475 CH	54,198	53.1	22.1	18.8	3.7	3.1	16.7	16.5
AAC Tech	2018 HK	6,643	44.0	18.2	14.3	1.8	1.7	10.0	11.5
Q-tech	1478 HK	2,230	14.6	20.2	16.5	2.8	2.5	14.0	15.3
O-Film	002456 CH	6,373	13.5	179.9	111.5	9.6	8.7	5.6	8.9
Cowell	1415 HK	4,109	36.9	21.3	16.6	5.9	4.4	29.6	28.2
		Average		52.3	35.5	4.8	4.1	15.2	16.1
Acoustics									
AAC Tech	2018 HK	6,643	44.0	18.2	14.3	1.8	1.7	10.0	11.5
GEC	002045 CH	1,302	16.5	21.1	16.6	-	-	-	-
Gettop Acoustic	002655 CH	706	13.9	-	-	-	-	-	-
		Average		19.6	15.5	1.8	1.7	10.0	11.5
Battery									
Desay	000049 CH	1,472	27.2	20.8	16.8	1.5	1.4	7.3	8.6
VDL	301121 CH	682	49.1	-	-	-	-	-	-
Highpower	001283 CH	1,190	84.6	30.0	20.3	2.7	2.6	9.7	12.7
		Average		25.4	18.6	2.1	2.0	8.5	10.7

Source: Bloomberg, CMBIGM; data as of 19 Sep 2025.

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