



FACEBOOK

RAY-BAN STORIES



RAY-BAN STORIES BROCHURE

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MANIFESTO

IT'S TIME
WE LOOK UP
AGAIN.



Introducing our first generation of smart glasses that keeps you connected, so you can keep your eyes on the world around you.

RAY-BAN STORIES
THE NEW WAY TO CAPTURE,
SHARE & LISTEN.

CONSUMER TARGET & OPPORTUNITY

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CONSUMER TARGET & OPPORTUNITY

TYPICALLY YOUNG PEOPLE
(25-54 Y.O.) WITH AN ACTIVE
& SOCIAL LIFESTYLE

STYLISH AND EXPRESSIVE,
LOVE TO ENGAGE WITH LIFE

50% OWNS RAY-BAN

facebook®

THEY SPEND MOST OF
THEIR TIME ON SOCIAL

80% USE SOCIAL MEDIA DAILY

HALF OF THEM ALREADY OWN
WEARABLE TECH PRODUCTS
THAT ARE BOTH FUNCTIONAL AND
EXPRESS THEIR PERSONAL STYLE

Ray-Ban

*Source: Stella Audience Segmentation Survey, 2020

MANIFESTO

CONSUMER TARGET & OPPORTUNITY

KEY MESSAGE

PRODUCT FUNCTIONALITIES

RAY-BAN STORIES STYLE

CHARGING CASE

FACEBOOK VIEW APP

CONTENTS

USE CASES

There are many ways Ray-Ban Stories can enhance the magic of everyday living. Some customers will be most excited to capture moments they might have missed before; while some can't wait to be able to share their experiences in new ways. Others may be more interested in staying connected and present while on the go. It's up to you to discover what's appropriate for each customer and to personalize their experience. Here are just a few examples of Ray-Ban Stories use cases.

SOCIAL SHARER

For the majority of them, sharing their experiences on social media is a key part of their day-to-day. Some of them may also have a large following or vlog for fun. Others will be all about wanderlust, creating content as they travel and adventure around the world.



ACTIVE LIFESTYLE

These customers enjoy an active lifestyle that includes hiking, running, skiing, bicycling, skateboarding, or doing yoga. Now they can stay connected while enjoying their favorite activities.



EVENTS AND CELEBRATIONS

These customers may have a special occasion coming up or host gatherings and celebrations with their friends and family. They also may regularly attend special events, festivals, and concerts.



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PARENTING

These customers don't want to miss moments with their children. Moreover, Ray-Ban stories enable them to mindfully multitask.



PRODUCTIVE & ENGAGED EVERYWHERE

They're attracted to the idea of simplifying their lives and see Ray-Ban Stories as a gadget that helps them be more productive.



KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

KEY MESSAGE

RAY-BAN STORIES

GIVE YOU THE ABILITY TO EFFORTLESSLY

LIVE & CAPTURE
AUTHENTIC LIFE
MOMENTS

AND SHARE YOUR STORY WITH EVERYONE



THE NEW WAY TO
**CAPTURE,
SHARE
& LISTEN.**

Ray-Ban

FACEBOOK

RAY-BAN STORIES



PRODUCT FUNCTIONALITIES

PRODUCT FUNCTIONALITIES

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PRODUCT FUNCTIONALITIES

PRODUCT PILLARS

ICONIC DESIGN

3 styles // 20 SKUs // 6 lens options



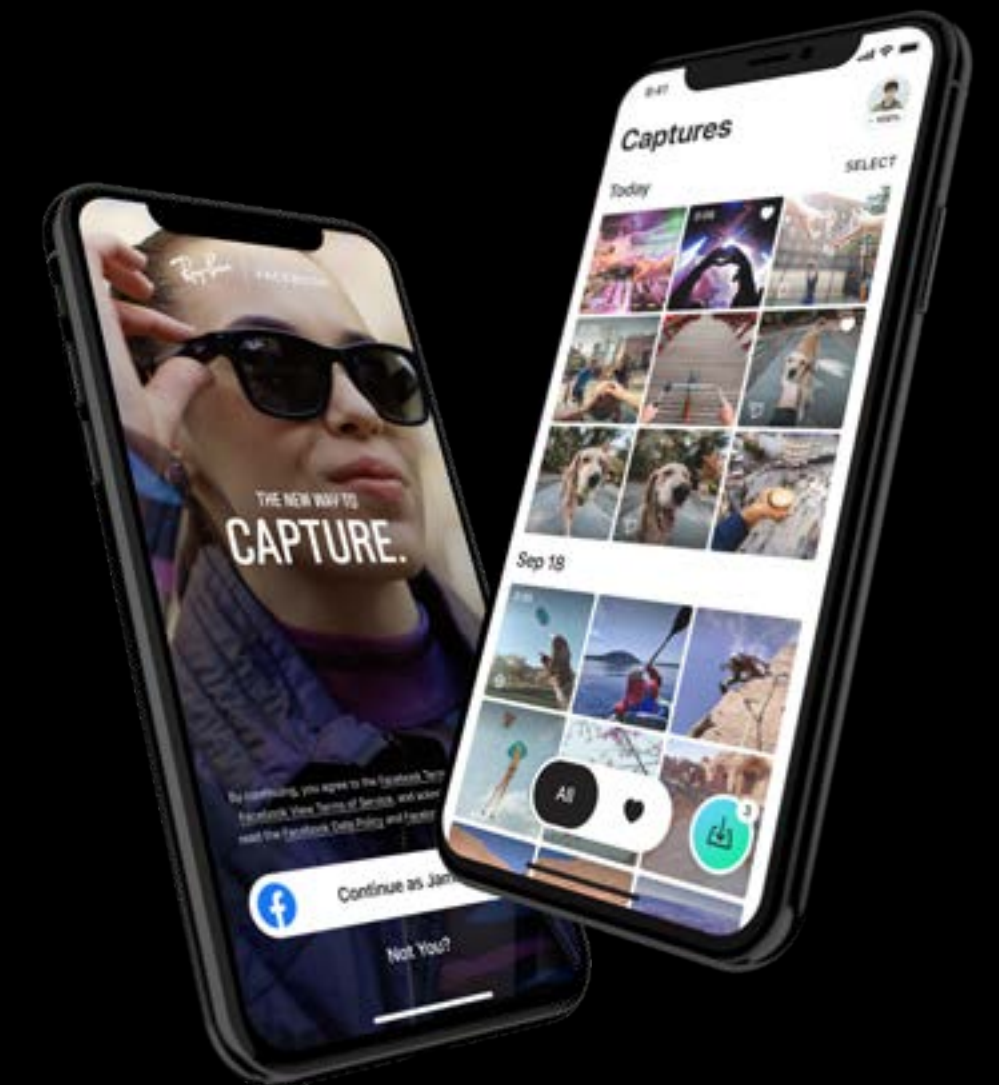
PORTABLE CHARGING CASE

Charge on the go



FACEBOOK VIEW APP

Manage and edit your captures to create unique content. Share directly to your favorite social channels.



KEY SELLING POINTS

CAMERAS FOR PHOTOS AND VIDEOS FROM YOUR UNIQUE PERSPECTIVE

...so you never miss a moment.

FACEBOOK ASSISTANT LETS YOU CAPTURE MOMENTS HANDS-FREE

...with new assistant functionalities coming following the launch.

HANDS-FREE AUDIO SO YOU CAN LISTEN TO MUSIC/PODCASTS AND MAKE CALLS

...all while staying immersed in the world around you.



CAPTURE DEEP DIVE

Ray-Ban Stories offer a one-of-a-kind experience, allowing you to capture life’s most special moments while staying fully present and immersed as they happen.

POWER SWITCH

SLIDE TO THE RIGHT TO TURN ON
WHEN THE LED TURNS SOLID GREEN
YOU'RE READY TO CONTINUE



CAPTURE BUTTON

PRESS ONCE TO RECORD A VIDEO
PRESS AGAIN TO STOP RECORDING
PRESS AND HOLD TO TAKE A PHOTO



HANDS-FREE CAPTURE

SAY “HEY FACEBOOK” FOLLOWED BY A COMMAND
(E.G. “TAKE A PHOTO”) FOR A HANDS-FREE CAPTURE

NB: Facebook Assistant must be wake-word enabled for voice command within the app. Alternatively, you can tap and hold to activate voice command(s).



CAPTURE DEEP DIVE

TECH SPECS

Dual HD Camera (5MP)
Photos: 2592 px X 1944 px
Videos: Min. 1184px X 1184px @ 30 FPS
Video capture up to 30 seconds

2D Field of View: 105 degrees
for Stereoscopic photo depth

Auto adjusts to the light for
consistently high quality images

4GB flash storage, stores 30+ 30s videos
or 500+ photos

F-stop: f 2.2

PRIVACY

A shutter sound notifies you when
a picture is being taken, there is also
a sound when a video starts and ends.

A capture LED signals to others when
you take a photo or video.



LISTEN DEEP DIVE

Open-ear speakers in the frame temples allow you to enjoy your favorite music and podcasts, but still hear what's around you – so you remain aware while jogging, biking, or however you're on the go.

CONTROL PLAYBACK

TAP ONCE TO PLAY OR PAUSE
DOUBLE-TAP TO SKIP FORWARD
TRIPLE TAP TO SKIP BACKWARDS



ADJUST VOLUME

SWIPE FORWARD TO TURN UP THE VOLUME
SWIPE BACK TO TURN DOWN THE VOLUME



MANAGE CALLS

DOUBLE-TAP TO ANSWER
DOUBLE-TAP TO END
TAP AND HOLD TO REJECT



LISTEN DEEP DIVE

TECH SPECS

AUDIO:
2x micro speakers
3 beamforming microphone audio
array captures sound in all directions

WIRELESS CONNECTIVITY:
Bluetooth 5.0
802.11 ac Wi-Fi 2.45/5 Ghz

PRIVACY

The speakers are designed to direct
sounds towards the ear, but calls,
messages, or music may be audible
to others depending on your volume
level and the amount of noise around
you. You can remove your glasses
while they're playing media to check
how your volume may sound to others.



FAQ

1 ARE RAY-BAN STORIES WATER RESISTANT?

Ray-Ban Stories and the charging case are not designed to resist water splashes, submersion or extended exposure to water or other liquids. In case of water exposure, dry the product thoroughly and clear the charging areas of residue or other debris.

2 HOW LONG DOES THE BATTERY LAST?

Fully charged glasses last up to 6 hours for moderate usage or Up to 3 hours with continuous audio streaming and voice assistant (varies with use and other factors). You can capture and sync up to 50 videos or up to 200 photos per full charge. Once the glasses battery is empty, it will take 70 minutes to recharge them to 100% in the charging case, while a Quick charge to 50% can be done in 30 minutes. The battery has 500-cycle life.

3 WHAT FUNCTIONALITIES DO DUMMY SKUs HAVE (THE ONES THAT ARE EXIBITED IN THE STORES)?

While dummy SKUs look exactly the same as the actual product, they don't have any tech functionalities.

RAY-BAN STORIES STYLE

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WAYFARER STYLE

From the rock revolution of the '60s, to the art scene of the '80s, to the forefront of hip-hop culture – Wayfarer has become an enduring icon across endlessly shifting horizons. Now the journey continues with the latest in wearable tech. Powered by Facebook technology, Ray-Ban Stories Wayfarer integrates the best of your phone with the timeless style, bringing you a new way to capture and share your adventures.



METEOR STYLE

Originally created in the 60s as an angular interpretation of the classic Wayfarer, Meteor has evolved into a post-modern icon in its own right. Featuring distinct square wings and a bold bridge, it carves a unique shape in the crowd. And now, with the integration of Facebook technology, Ray-Ban Stories Meteor has extra edge.



ROUND STYLE

Long worn by celebrated thinkers and dreamers, Round is a symbol of new ideas and courageous self-expression. Now integrated with Facebook technology, Ray-Ban Stories Round takes this pioneering spirit to the next level. The iconic frame has been reborn as wearable tech designed to keep you connected to your social community and the world around you. It's the new way to capture and share creativity.



RAY-BAN STORIES STYLES



WAYFARER

6 frame & lens color combinations
(Available in 2 sizes)



METEOR

4 frame & lens color combinations



ROUND

5 frame & lens color combinations

COLOR COMBO #1

G-15 GREEN LENSES

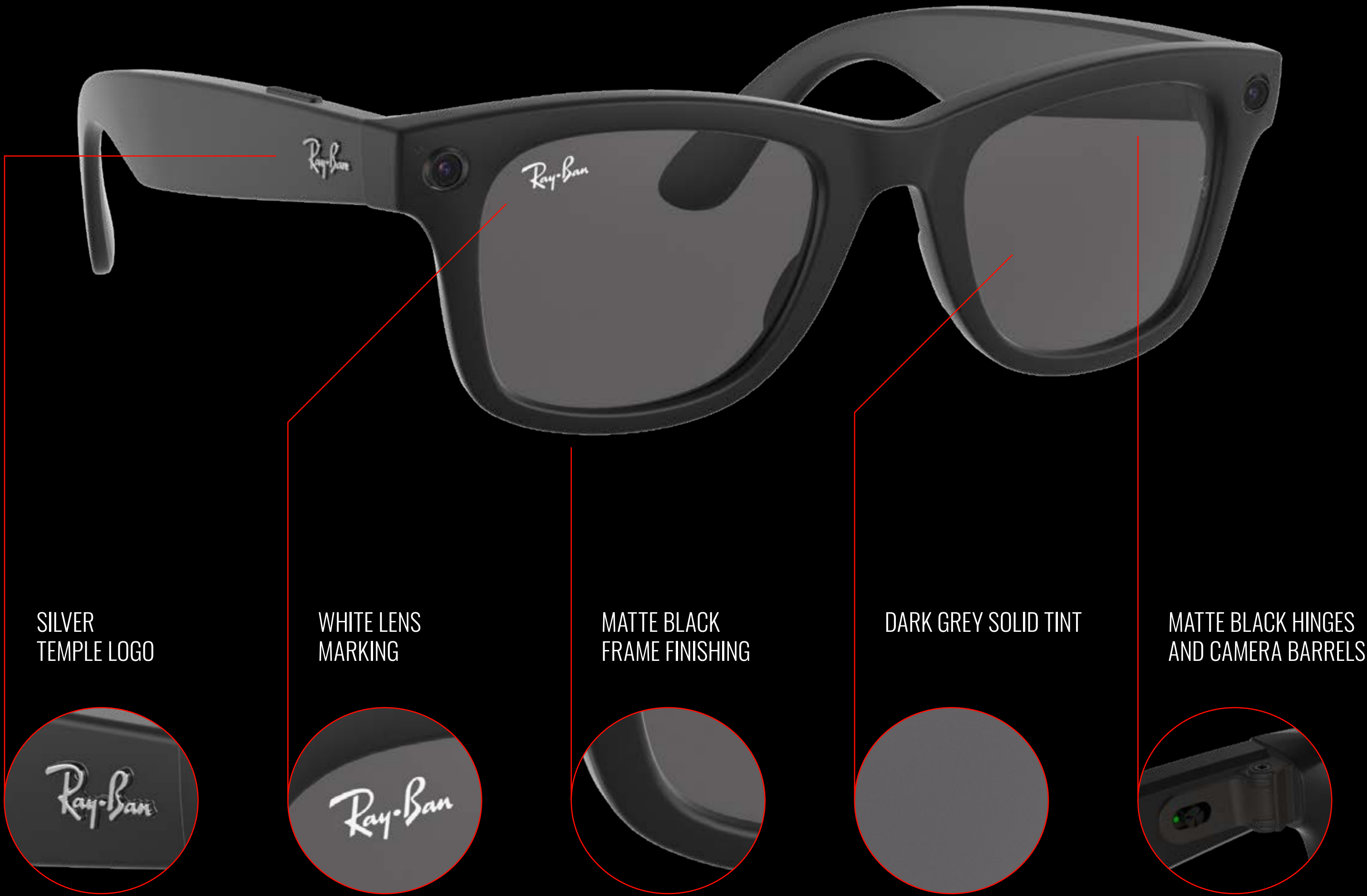
The G-15 was first and foremost a performance lens to aid American pilots while flying at high altitudes. Absorbing about 85% of visible light and reducing glare, G-15 lenses were an advanced achievement in the eyewear industry and continue to be a favorite lens color today. To break down the name, “G” is for “green” in this iconic green/gray lens color. The “15” stands for the percentage of Visible Light Transmission (VLT) – making this an excellent choice for sunny days or those with sensitive eyes.



COLOR COMBO #2

DARK GREY LENSES

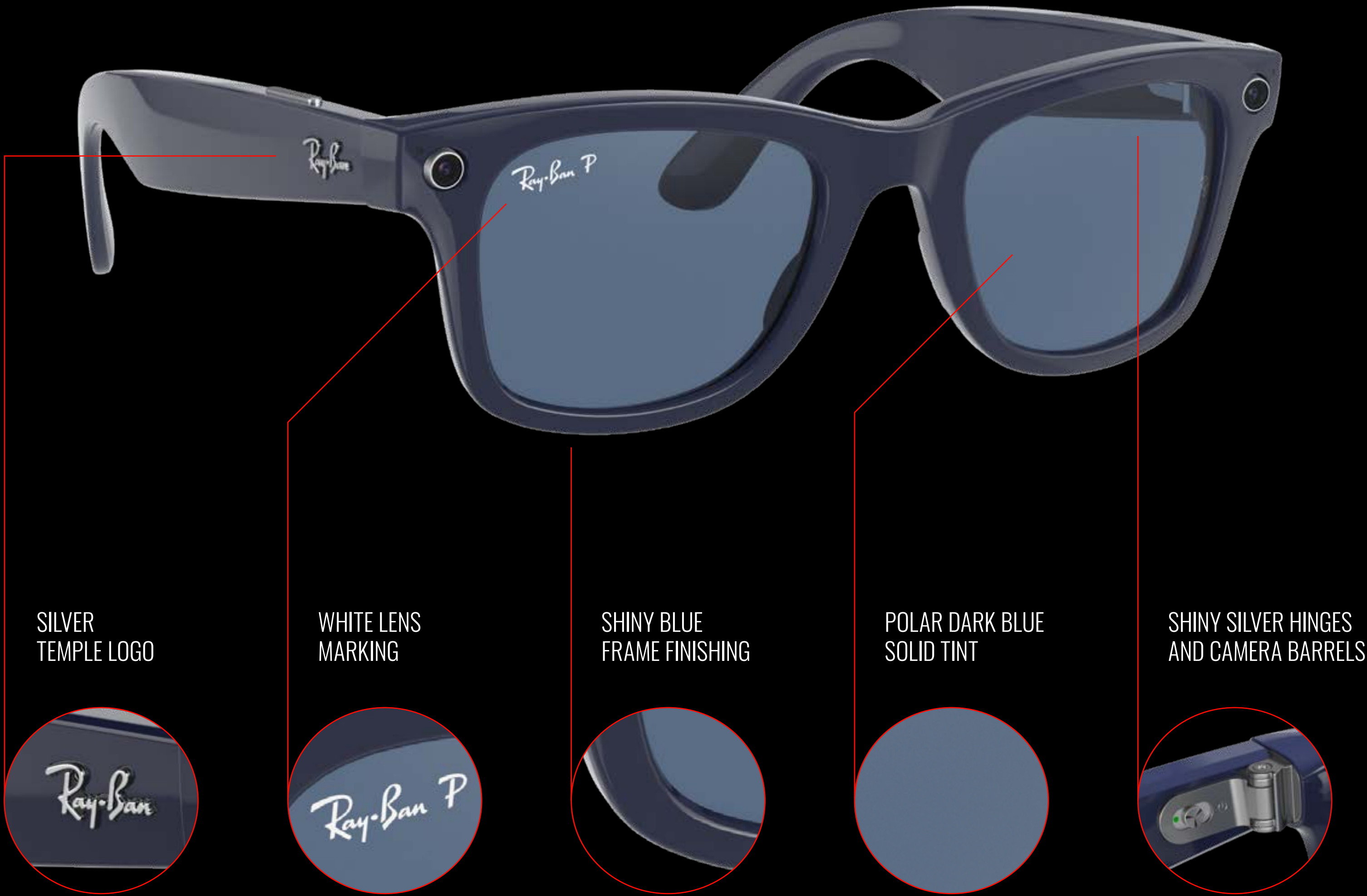
Solid Dark Gray lenses are exclusively available on Ray-Ban Stories Wayfarer. The dark gray tint provides great comfort on sunny days, reducing glare but keeping neutral color balance. It's a cool alternative to the G-15 lens.



COLOR COMBO #3

POLAR DARK BLUE LENSES

Appropriate in any condition, Polarized Dark Blue lenses deliver a true-to-color environment. Thanks to the signature Ray-Ban polarization, these lenses block at least 95% of reflected light, virtually eliminating glare and increasing visual clarity. They also feature Ray-Ban AR filter on the back side.



COLOR COMBO #4

BROWN GRADIENT LENSES

Gradient Brown lenses enhance contrast and provide shade where you need it most. The tint transitions to a lighter tone that allows you to read with ease. These lenses are functional in all outdoor light conditions.



COLOR COMBO #5

TRANSITIONS® G-15 GREEN LENSES

The iconic G-15 green lens with photochromic technology transitions from transparent in low light conditions to full G-15 under intense sunlight. These lenses also feature blue light filter*.

*Filters at least 20% of blue light between 380 and 450 nm (based on current scientific evidence).

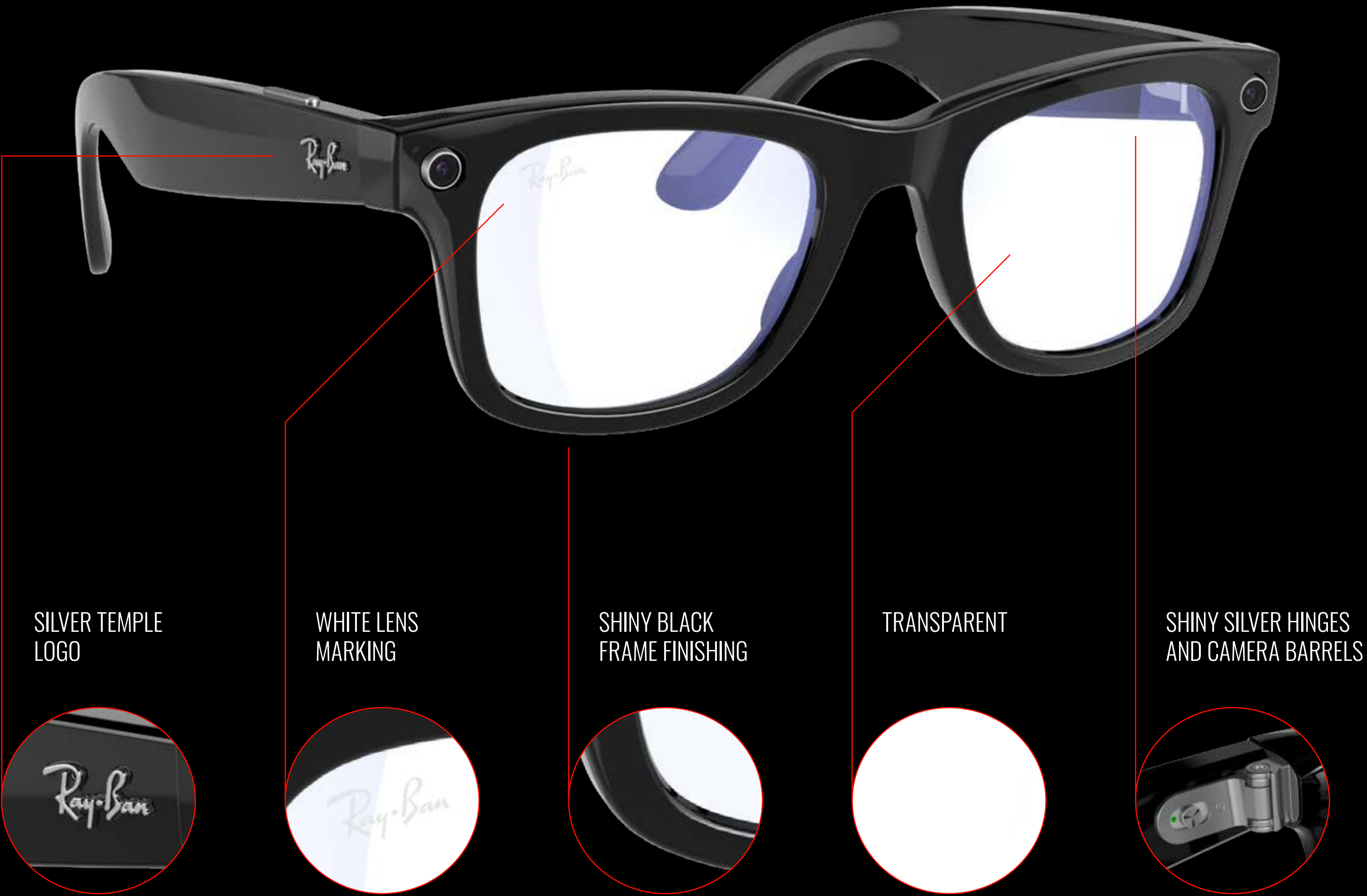


COLOR COMBO #6

CLEAR LENSES

Clear lenses are available for Ray-Ban stories Wayfarer & Round only. They provide 100% UV protection and feature a blue light filter, which may help improve visual comfort in front of digital devices by minimizing exposure to blue light from digital screens, indoor lighting and sun rays*.

*At least 20% between 380 and 450 nm (based on current scientific evidence).



COLLECTION ARCHITECTURE

FRAME COLOR LENS COLOR		MATTE BLACK DARK GREY	SHINY BLACK G-15 GREEN	SHINY BLUE POLARIZED DARK BLUE	SHINY BROWN GRADIENT BROWN	SHINY OLIVE TRANSITIONS® G-15 GREEN	SHINY BLACK CLEAR
WAYFARER							
WAYFARER LARGE							
METEOR							
ROUND							

FAQ

1

DO RAY-BAN STORIES WEIGH MORE THAN REGULAR WAYFARERS?

The frames are around 10% heavier than their standard counterparts, while offering exclusive Ray-Ban Stories features.

2

CAN I ADJUST THE FRAME TO BETTER FIT MY FACE?

Don't make any adjustments to your glasses, as any change to the shape could break the technology inside. The glasses have been designed to fit correctly without adjustment.

3

HOW DO I CLEAN RAY-BAN STORIES?

To clean your glasses, use a microfiber cloth with a non-abrasive solution. Never use bleach, and don't hold your glasses under running water.

CHARGING CASE

CHARGING CASE

CHARGING CASE

CHARGING CASE

CHARGING CASE

CHARGING CASE

CHARGING CASE

LOGO ENGRAVING



CHARGING BLOCK

TEMPLE SUPPORT BLOCK



CHARGING CASE BATTERY

BATTERY

Built-in rechargeable lithium-ion battery

Charges with USB-C Charging Cable
included in packaging

A fully charged case provides 3 additional
frame charges:
* Fully charge your case to 100% in 180 minutes
* Quick charge your case to 50% in 90 minutes



CHARGING CASE LED

WHEN THE CASE IS EMPTY, IT SHOWS
THE BATTERY LEVEL OF THE CASE

WHEN THE GLASSES ARE INSIDE, IT SHOWS
THE BATTERY LEVEL OF THE FRAMES

-  **FULLY CHARGED**
-  **NOT FULLY CHARGED**

RAY-BAN STORIES COME WITH THE FOLLOWING ACCESSORIES AND USER MANUALS:

- » CHARGING CASE
- » TYPE-C TO TYPE-C USB CHARGING CABLE*
- » SOFT GLASSES POUCH
- » REFERENCE GUIDE
- » SAFETY & WARRANTY GUIDE

*A USB-C charging plug is not included.



FAQ

1
IS THE CASE AVAILABLE IN DIFFERENT COLORS?

The case is only available in black.

2
CAN I PURCHASE A SECOND CASE?

Currently, charging cases aren't available for purchase. But if the case is damaged or becomes lost, you can replace it through our warranty program.

3
CAN I USE THE USB-C CABLE PROVIDED TO CHARGE THE GLASSES DIRECTLY?

No, the USB-C cable is used to charge the case only.

4
CAN I USE ANY USB-C CABLE TO CHARGE THE CASE?

Yes.

FACEBOOK VIEW APP

FACEBOOK VIEW APP

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FACEBOOK VIEW APP

FACEBOOK VIEW APP

Facebook View is an iOS and Android app to set up your Ray-Ban Stories glasses. The app lets you import and edit captures, create unique content, share what you capture and manage your settings.



FACEBOOK VIEW APP
CAN BE DOWNLOADED
FROM APP STORE OR
GOOGLE PLAY.

SUPPORTED DEVICES:

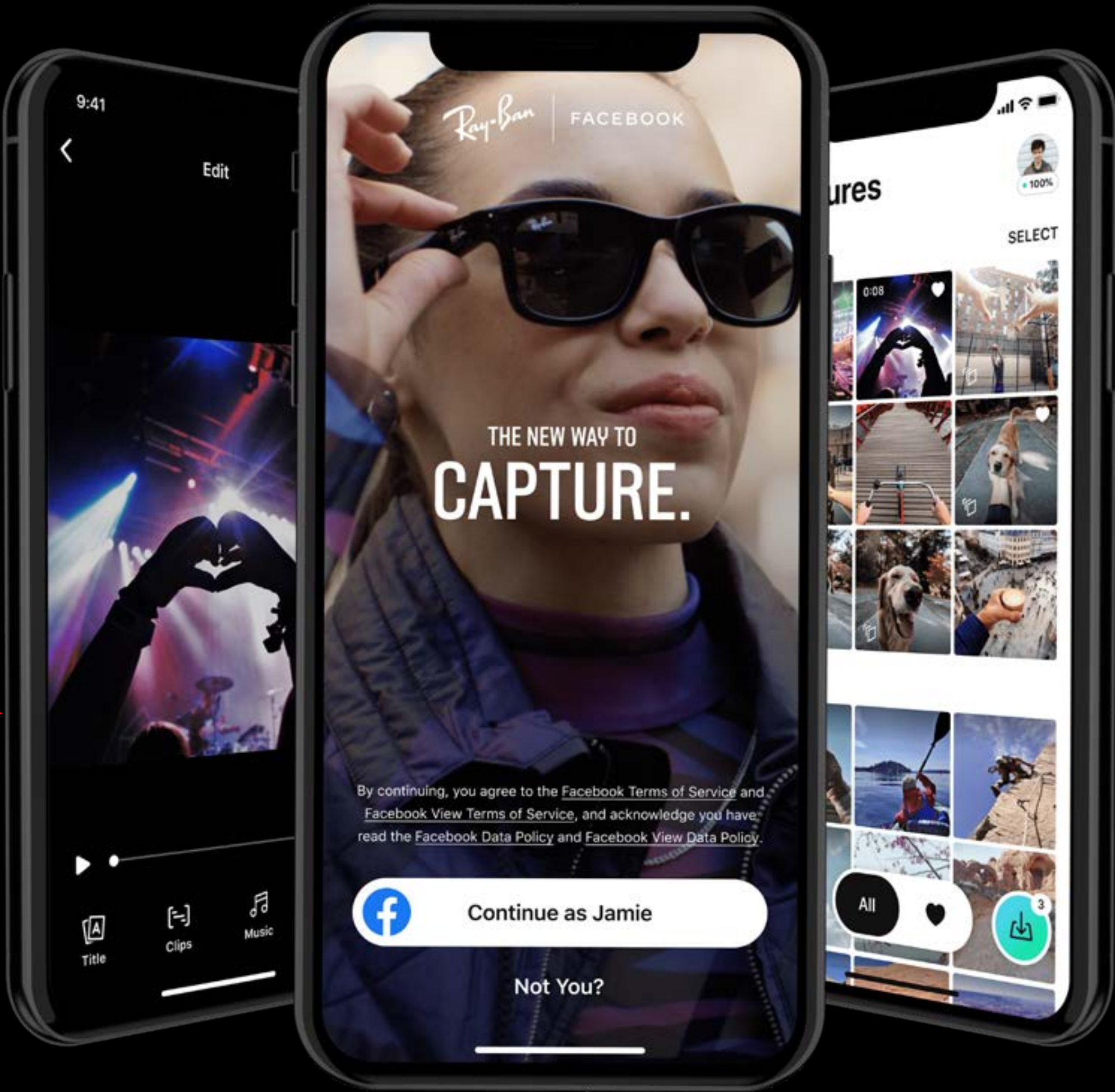
iPhone 6S or above,
running iOS 13 or above

Android devices
running Android 8.1
or above

SUPPORTED LANGUAGES:

APP LANGUAGES:
English (US, UK), Italian,
French, Spanish (LatAm)

ASSISTANT LANGUAGES:
English



FACEBOOK ASSISTANT

Activate Facebook Assistant to take photos or videos hands-free.

TOUCH ACTIVATION

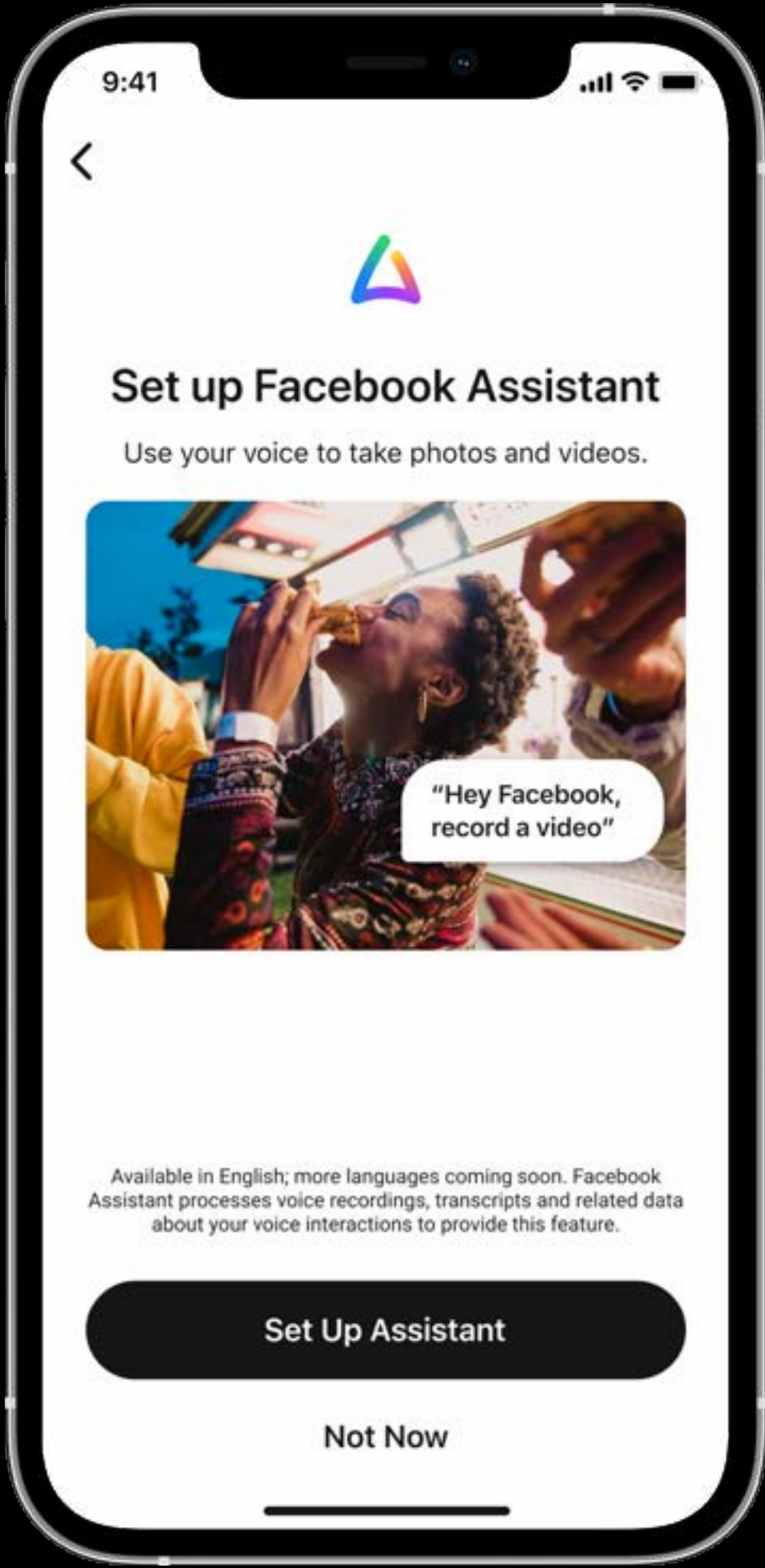
TAP AND HOLD UNTIL YOU HEAR A SOUND,
THEN SAY A COMMAND (E.G. “TAKE A PHOTO”)
TAP AGAIN TO DISMISS THE ASSISTANT



VOICE ACTIVATION

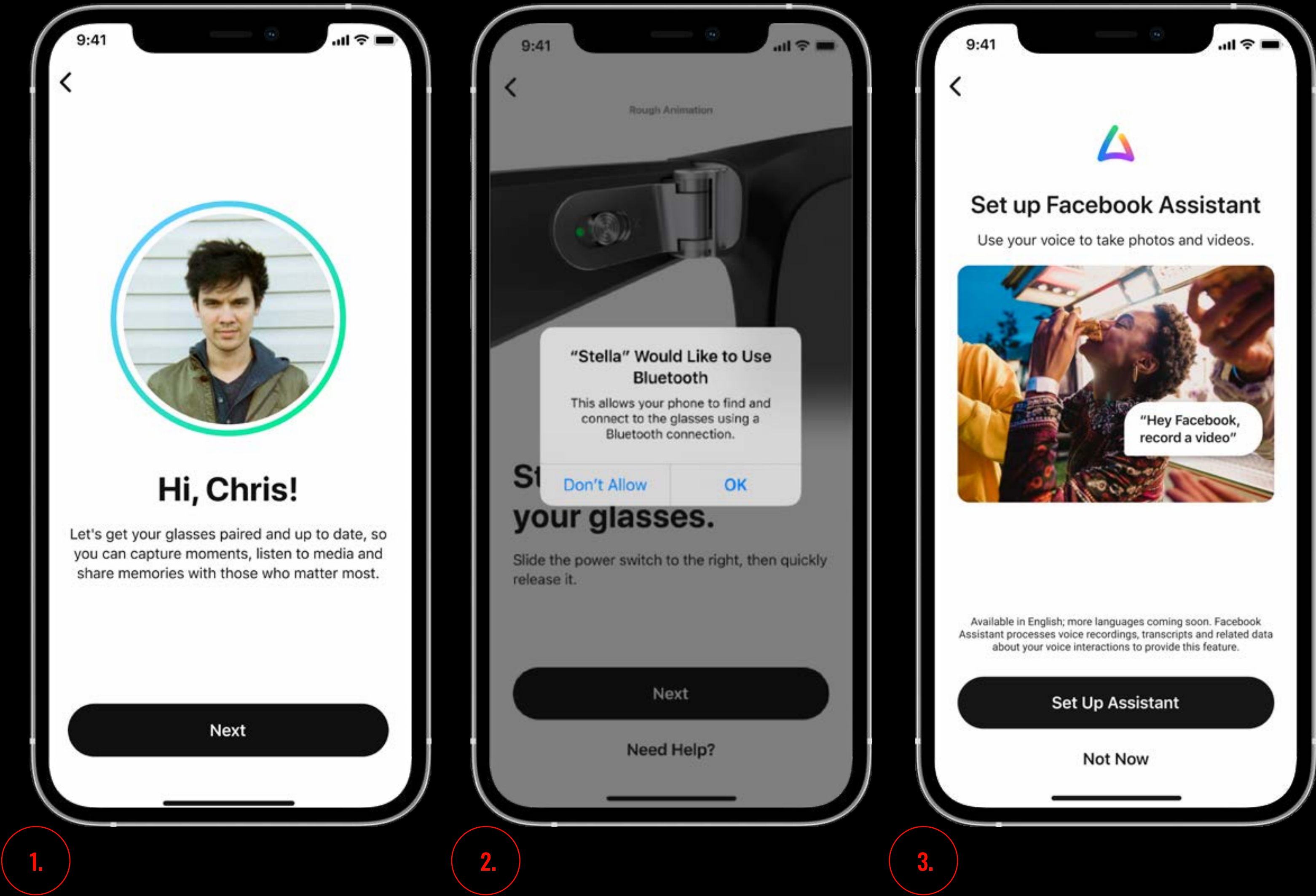
SAY “HEY FACEBOOK” FOLLOWED BY A COMMAND
(E.G. “TAKE A PHOTO”) TO ACCESS
SAY “HEY FACEBOOK, CANCEL” TO DISMISS

NB: Facebook Assistant must be wake-word
enabled for voice command within the app.



FACEBOOK VIEW ONBOARDING EXPERIENCE

- 1. LOGIN**
USE YOUR FACEBOOK ACCOUNT
TO LOG IN TO THE APP
- 2. BLUETOOTH CONNECTION + PAIRING**
STEP-BY-STEP PROCESS TO PAIR YOUR
GLASSES WITH BLUETOOTH AND INSTALL
THE UPDATES (IF ANY)
- 3. ASSISTANT SETUP**
SET UP FACEBOOK ASSISTANT AND ACTIVATE
“HEY FACEBOOK” WAKE WORD



FACEBOOK VIEW ONBOARDING EXPERIENCE

4. PRODUCT TOUR
LEARN HOW TO USE RAY-BAN STORIES

5. PRIVACY & ETIQUETTE TIPS
MANAGE YOUR PRIVACY SETTINGS
AND CHOOSE WHAT INFORMATION
YOU SHARE WITH FACEBOOK



4.



5.

IMPORT, EDIT & SHARE YOUR CONTENT

1. IMPORT CAPTURES

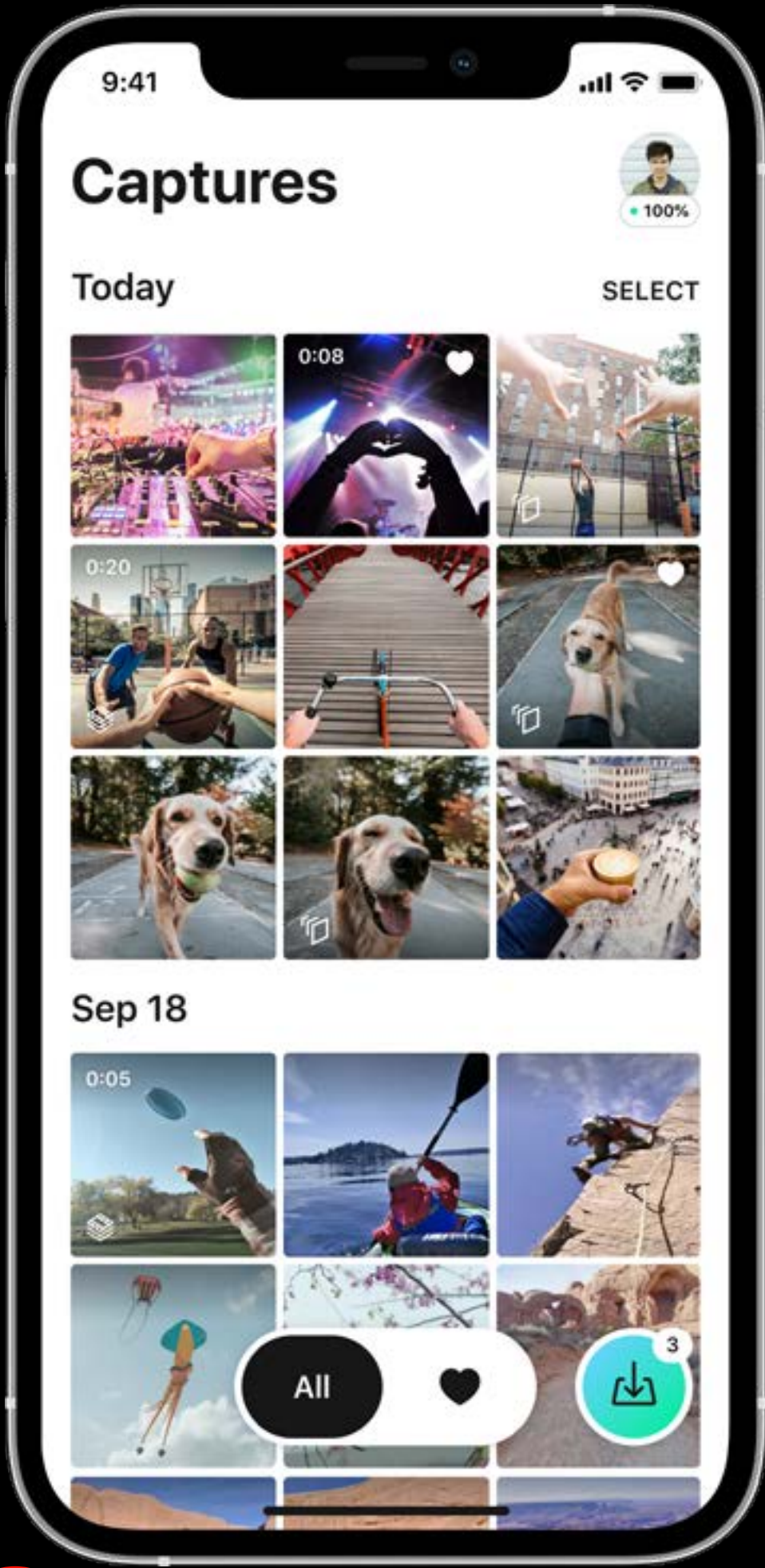
TAP THE BUTTON IN THE BOTTOM RIGHT CORNER OF YOUR GALLERY

2. PHOTO & VIDEO EDITING

CROP, STRAIGHTEN, ENHANCE, ADJUST

3. MONTAGE

COMPILE SEVERAL INDIVIDUAL VIDEO CAPTURES INTO ONE MOVIE WITH EFFECTS, TITLE AND ORIGINAL MUSIC



1.



2.

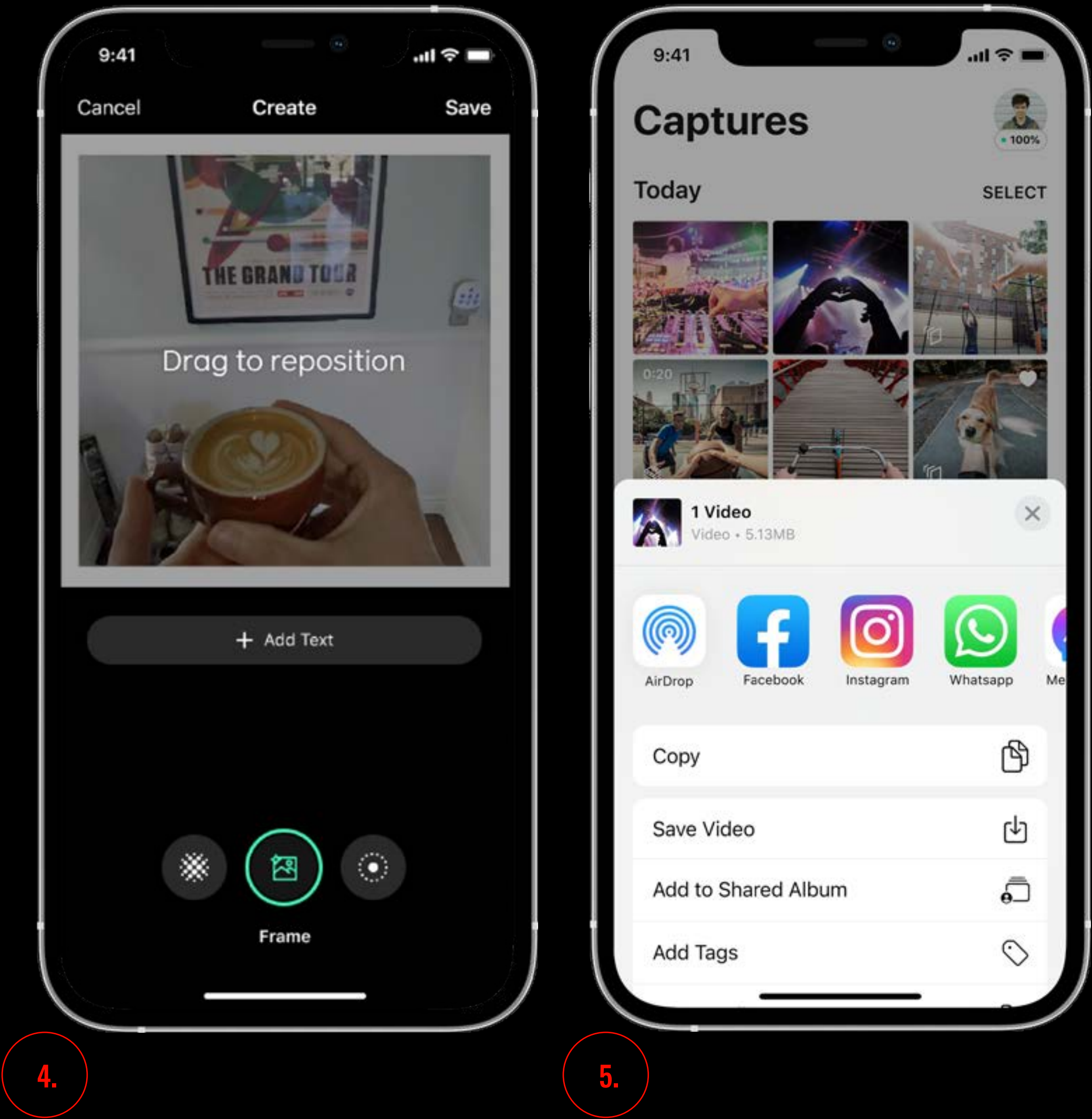


3.

IMPORT, EDIT & SHARE YOUR CONTENT

4. FLASHBACK
TURN A SINGLE PHOTO INTO A SHORT 3D VIDEO WITH DIFFERENT TEMPLATE ANIMATIONS

5. DIRECT SHARING
SHARE MEDIA TO APPS ON YOUR PHONE INCLUDING FACEBOOK, INSTAGRAM, MESSENGER AND WHATSAPP



FAQ

1

HOW CAN I CHANGE THE LANGUAGE OF MY FACEBOOK VIEW APP?

The app is available in English (US and UK), Italian, French, Spanish (LatAm). It will automatically be in the language of your phone and the only way to change is to change the language of your phone.

2

CAN I USE FACEBOOK ASSISTANT IN ANOTHER LANGUAGE?

At the moment, Facebook Assistant is only available in English. You can change between English (United States), English (United Kingdom), and English (Australia).

3

CAN I USE FACEBOOK ASSISTANT TO CALL SOMEBODY OR SEND A PHOTO/VIDEO?

Right now you can only use Facebook Assistant to capture photos and videos. Please see the appendix for all the commands that Facebook Assistant recognizes at launch. New assistant functionalities will be available in the months following the launch. You can make and take calls with your Ray-Ban Stories just like any other Bluetooth headphone device.

FAQ

4

CAN I SHARE MY CONTENT ON TIK TOK OR OTHER PLATFORMS THAT AREN'T IN THE OWNERSHIP OF FACEBOOK?

Yes, you can share directly from the Facebook View app to any app on your phone. If you can't find the app you want to share to, please check your phone's privacy settings.

5

DO I HAVE TO BE CONNECTED TO MY PHONE TO CAPTURE VIDEOS OR PHOTOS?

The initial capture of a video or photo does not require a connection to your phone. To view videos/photos on the app, you need to import them to the Facebook View capture gallery with a combination of Bluetooth and Wi-Fi connections.

6

HOW CAN I CONTROL PRIVACY SETTINGS?

There is a settings section within the app where you can choose your preferences, control which information you share with Facebook and manage your privacy.

7

ARE THE GLASSES CAPTURING THE IMAGES OR LISTENING TO ME WHILE THEY ARE TURNED OFF?

No.

APPENDIX

Once Facebook Assistant is activated by using the “Hey Facebook” wake word, or by tapping on the right temple of of the glasses, you can use the following commands:

TAKE A PHOTO

Take a photo* / picture / snap
Take photo
Please take a photo
Snap a pic
Take a pic
Take another photo

START VIDEO

Start video* (capture)
Record a video now
Start recording (video)
Start video recording
Record (a) video
Take (a) video*
Take video now
Capture

END VIDEO

Stop video*
Stop / end / finish recording
Stop record
Stop video capture
Stop video recording
Stop the video
Stop the recording
Stop recording please
Stop
Cancel

*These 4 phrases are the ones communicated in all consumer-facing touch points, however, keep in mind that all the other phrases from this page are also valid and can be used.

APPENDIX

Ray-Ban Stories contain technology, which means they’re slightly heavier – and have thicker temples – than their counterparts from the regular collection, but are just as comfortable.

RAY-BAN STORIES SIZES

WAYFARER: cal. 50/150
METEOR: cal. 50/155
ROUND: cal. 48/150
WAYFARER L: cal. 53/155

RAY-BAN STORIES WEIGHT VS. REGULAR

WAYFARER: 49.35 g vs. 44.73 g
METEOR: 50.85 g vs. 42.82 g
ROUND: 48.46 g
WAYFARER L: 51.30 g

RAY-BAN STORIES TEMPLE THICKNESS VS. REGULAR

WAYFARER: 6.5 mm vs. 3.4 mm
METEOR: 6.6 mm vs. 3.5 mm
ROUND: 6.5 mm
WAYFARER L: 6.6 mm



THANKS