

---

## NEW GOOGLE GLASSES



Google has set a new plan, to start selling glasses at the end of the year. For advertisers, advertisements on screen are a good thing, but once the person walks away from the computer screen, they are no longer seeing it. A mobile device is better because it can be carried around, transported from one destination to another. However, even a mobile device can end up being shoved in a pocket or placed in a bag or purse which is why Google has come up with the idea to sell these glasses. This idea seems to be promising but only time will tell. The Google glasses will come equipped with a built-in screen. The screen will allow the glasses to work as a display, providing its users with a digital layer of what they are looking at while wearing the glasses. These glasses will actually come equipped with wireless internet, a camera, and a GPS. While all of this sounds like something futuristic, these glasses are supposed to be released by the end of 2012. Apparently, the glasses will be pretty ugly but will include so many features, it is expected that people will not care. These glasses were created by the Google X, which is a lab whose primary focus is to work on different unique projects that are quite futuristic, often considered science fiction rather than actual reality. As of right now, a business model has not been set. However, Google plans to sell the glasses to the consumers for several hundreds of dollars. It is also expected that advertising will make its way onto these glasses. Advertisements will typically become part of these glasses but Google is not sure, exactly, how they will incorporate advertisements into these new glasses. They are still unsure of how much advertising potential is available with these glasses. But, it is true that Google glasses could change everything, allowing users to get all of the information they want and need from Google, directly at their fingertips. These glasses could be one of the best ways for advertisers to reach consumer in the future. Can you picture it? You could be walking to a friend's house, wearing your Google Glasses. While wearing the glasses, you will be able to e-mail and likely use social networking sites. While doing this, you may notice that a restaurant nearby is highlighted by the glasses. The highlight may be letting you know that the restaurant is having a special for the day, or that there is some sort of discount. You could actually order food from the restaurant with your glasses. It may sound crazy now but Google seems to have very high expectations for these glasses, expecting them to do very well amongst consumers.

<https://blog.granted.com/>