



VUTURES INTELLIGENCE REPORT

27 MAY 2026

Executive Summary:

This was the biggest week in XR in 2026 — and APAC companies were at the centre of it. Google I/O on May 19–20 delivered on its promise: XREAL and Google showcased live demonstrations of Project Aura at Google I/O 2026, giving attendees their first hands-on look at the wired XR glasses powered by Android XR and Gemini, with a confirmed global launch later in 2026. Simultaneously, Google unveiled its "Intelligent Eyewear" audio glasses — built with South Korea's Gentle Monster and US-based Warby Parker — confirmed for a fall 2026 launch.

Business Activities:

- **XREAL Project Aura — Global Launch Confirmed**, Developer Kits Shipping Summer — XREAL and Google confirmed Project Aura will launch globally in 2026. Built in collaboration with Google and Qualcomm, Project Aura combines XREAL's lightweight XR hardware with Google's Android XR platform and Gemini AI capabilities, alongside Qualcomm's Snapdragon processors.
- **Gentle Monster (South Korea) Audio Glasses — Fall 2026** — Google confirmed its audio glasses developed in collaboration with Gentle Monster and Warby Parker will launch this fall. The glasses work on Android XR as a companion device to a mobile phone, enabling users to access Gemini AI through voice interaction.
- **Google's Two-Track Smart Glasses Strategy** — Confirmed — Google confirmed there will be two types of intelligent eyewear: audio glasses that offer spoken help via built-in speakers, launching this fall





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Technology Updates:

- **Project Aura — What the Hands-On Demos Actually Showed** — Hands-on impressions at Google I/O noted several improvements since CES 2026: improved image quality, better hand tracking, a cooler compute puck, passthrough support for phones, PCs, and handheld consoles.
- **Audio Glasses — Features Confirmed** — The Gentle Monster and Warby Parker audio glasses include cameras and microphones for Gemini, activated by tapping the side of the frame or saying "Hey Google."

Market Trends & Statistics:

- A confirmed three-tier rollout is now on the table for 2026: audio-first glasses from Gentle Monster and Warby Parker this fall; display glasses from the same brands later in the year; and XREAL Project Aura for full optical see-through mixed reality. All three tiers hit market before December.
- APAC companies confirmed as named Google hardware partners at I/O 2026: XREAL (China), Gentle Monster (South Korea), Samsung (South Korea). The only Western brand in the launch lineup is Warby Parker.

Community Pulse:

- The community mood post-I/O is the most bullish it's been all year — with one important caveat. Excitement around Project Aura hands-on impressions is genuine and widespread. The hardware is real, the software is functional, the demos are compelling. Early reactions from leading technology press painted a picture of "just how exciting the next generation of consumer XR will be

This report highlights the dynamic landscape of XR developments in the APAC region, focusing on business activities, market trends, and technological advancements.

