



# VUTURES INTELLIGENCE REPORT

JUNE 10<sup>TH</sup> 2026

## Executive Summary:

A week bookended by two major APAC-origin stories and one global platform event that will define the rest of 2026. First hands-on impressions of the Huawei AI Glasses landed from Shenzhen this week — the first independent review of China's newest entry into a domestic smart glasses market that now includes Huawei, Alibaba, Xiaomi, Baidu, Rokid, RayNeo, and XREAL all competing simultaneously.

## Business Activities:

- **Huawei AI Glasses** — First Independent Hands-On — The week's standout APAC story. The first hands-on impressions of the Huawei AI Glasses came from the WAEA smartglasses association in Shenzhen.
- **Apple WWDC** — June 8, visionOS 27 & Smart Glasses Signals — WWDC26 opens Monday June 8 with visionOS 27 expected alongside iOS 27, iPadOS 27 and macOS 27, with a heavy emphasis on Apple Intelligence and a heavily rumoured Siri overhaul powered by Google's Gemini AI. visionOS 27 is expected to take a lighter approach than last year's major visionOS 26 update.
- **Pico Project Swan** — Late 2026 Confirmed, Early Access Program Live — Pico confirmed Project Swan is targeting a global launch in late 2026, with a limited Early Access Program open to developers at [picoxr.com](https://picoxr.com) ahead of wider availability. No pricing has been announced.





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## Technology Updates:

- Huawei AI Glasses — Self-Developed Chip & 12-Hour Battery — The Huawei AI Glasses are powered by a proprietary AI chip with near-instant voice response times. Battery life is rated at up to 12 hours general use, 8 hours of voice calls, and 9 hours of continuous music — meaningfully longer than most competitors in the category.
- Computex 2026 — Qualcomm & the XR Silicon Roadmap — Computex ran June 2–5 at the Taipei Nangang Exhibition Center with 1,400+ exhibitors across 80,000 sqm, including a dedicated Gaming & Virtual Reality track. Qualcomm's Snapdragon XR platform updates.

## Market Trends & Statistics:

- Meta held 85% global AI glasses market share in 2025, shipping 7.4 million units according to Omdia. With Huawei, Alibaba, Samsung, Apple, and XREAL all entering or expanding in 2026, that share is expected to compress significantly by year-end.
- Rokid holds 3.9% and Xiaomi 3.5% global smart glasses market share — small numbers today, but representing meaningful volumes in a category growing toward 15 million annual units.

## Community Pulse:

The community mood heading into WWDC week is watchful and commercially focused. The Huawei hands-on landed with genuine interest across APAC XR communities — particularly in Southeast Asia and Australia, where Huawei's hardware quality is respected even among users outside its phone ecosystem.

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

