

Focused on innovation

How wearable technology is
revolutionizing health and vision care

INTRODUCTION

From smartwatches to smart glasses

Wearable technology has gone from a sci-fi fantasy to an integral part of daily life. These always-evolving devices give wearers new ways to monitor their health, boost their workouts and explore our world.

Wearables are on the rise

Over the last few years, wearables have boomed in popularity with the market estimated to grow¹



\$99.4

BILLION

over the next
four years



¹Wearable Technology Market to Grow by USD 99.4 Billion from 2025-2029; Yahoo Finance; finance.yahoo.com; February 11, 2025.



A NEW WAY TO SEE THE WORLD

Smart glasses
are changing the
way we see and
interact with our
environment

An evolving range of features

Some frames act like portable screens that only the wearer can see. Others have hands-free video and audio capabilities for capturing moments from the wearer's perspective.

The most advanced are artificial intelligence (AI) and augmented reality (AR) smart glasses. AI glasses combine audio, camera and screen components to seamlessly perform everyday tasks.² AR glasses have the ability to project digital information directly into the wearers field of vision. From field work and manufacturing, to logistics and healthcare, **AR glasses are being used across industries for real-time learning and hands-free workflows.**³

Transforming transactions

Wearables such as smartwatches are encouraging a shift to a cashless society. Rising in popularity during the COVID-19 pandemic, contactless payments bring new speed, convenience and health safety to everyday transactions.⁴



Elevating exercise

Currently, wearables are most popular with fitness consumers, especially swimmers, cyclists and runners. With fitness trackers and smartwatches, they can track their workouts and real-time biometrics like heart rate, oxygen levels and sleep quality.



²The Best Smart Glasses to Augment Your Reality"; Wired; wired.com; January 29, 2025. ³AR Smart Glasses Case Studies: How AR enhances Field Work; XR Today; xrtoday.com; February 5, 2025. ⁴How Digital Payment Innovations Have Shaped the Modern World"; Tech Funnel; techfunnel.com; July 2, 2024.

“Hey Meta, tell me more”

Created in collaboration between EssilorLuxottica and Meta, the Ray-Ban Meta and Oakley Meta AI glasses let you use your voice to experience vision in a whole new way⁵



Capture things you want to remember

Learn about the things you see around you

Ask to translate

Send voice messages

Listen to your favorite music

Ray-Ban Meta and Oakley Meta AI glasses are available online and in-store at participating providers.⁵ The frame and prescription lenses may be covered by your vision benefits.⁶



AI glasses now with display

Meta Ray-Ban Display AI glasses let you interact with information in a new way with a full-color, high-resolution 600x600 pixel visual display, built into the right lens of the glasses.



⁵EyeMed, Oakley, Ray-Ban, LensCrafters and Target Optical are owned by the same ultimate parent company, EssilorLuxottica. ⁶Covered up to the funded/insured frame allowance and any prescription lens copays would apply.



WEARABLE TECHNOLOGY

The latest and what's next

Driven by advancements in new applications, AI integration and health monitoring, wearable technology is evolving rapidly

Some industry experts expect that wearables will soon be integrated into our clothing. By monitoring our bodies through sweat analysis, these smart garments will be able to capture more advanced bio-data on our health and lifestyles.⁷



As technology improves, smart glasses will continue to be more lightweight, stylish and user-friendly⁸

Now what we see is what we hear

Nuance Audio⁹ frames bring smart wearable technology to eyewear by seamlessly integrating open-ear audio into stylish frames. Unlike traditional hearing aids, they offer an all-in-one solution that allows users with mild to moderate hearing loss to see and hear confidently.¹⁰ Nuance Audio may be covered by EyeMed vision benefits.¹¹



Continued AI integration

Artificial intelligence (AI) will continue to enhance the potential and possibilities of wearables for users. Wearables can collect real-time data and with the application of AI, the user can receive insights from that data. AI technology can then anticipate user needs and deliver interventions to improve their health based upon their vitals, medical conditions and lifestyle.¹²

Smart frames that already incorporate AI will take their capabilities even further. Newer features will make built-in AI assistants more responsive, conversational and aware of their surroundings. These developments will increase the appeal of smart eyewear to a wider range of audiences.¹³

⁷Wearable Technology: Trends, Innovations, and Future Directions"; ACS Publications; axial.acs.org; July 9, 2024.

⁸Smart glasses' appeal comes into focus at CES 2025; Computerworld; computerworld.com; January 14, 2025.

⁹EyeMed and Nuance Audio are both owned by the same ultimate parent company, EssilorLuxottica.¹⁰Nuance Audio Glasses Now Available in the United States"; The Hearing Review; hearingreview.com; April 8, 2025.

¹¹Covered up to the funded/insured frame allowance and any prescription lens copays would apply. ¹²The Wearable Revolution: Transforming Health Care with AI-Driven Insights"; American Enterprise Institute; aei.org; January 15, 2025. ¹³What's next for smart glasses"; MIT Technology Review; technologyreview.com; February 5, 2025.

Tracking more health data

Smart devices will continue to transform the healthcare landscape through mHealth. Short for “mobile health,” mHealth leverages the power of wearables to provide better care and newer generations of wearables are tracking a wider range of health metrics like:¹⁴

- blood pressure
- blood oxygen levels
- glucose levels
- sleep quality



This health data technology gives users and their healthcare providers more personalized health and wellness indicators to improve outcomes.

Vision technology will see significant monitoring enhancements as well. Leading tech and research companies are already developing lenses that can monitor glucose levels, track eye pressure and even correct vision in real time. Digital wellness apps will be able to provide real-time eye health tracking, reducing strain and digital fatigue. As this technology continues to progress, Eye care providers can integrate this technology into their services as well as educate patients on vision innovations that fit their unique needs.¹⁵

Leading the shift

As wearable technology evolves and grows, EyeMed will continue to educate members on vision solutions, partner with innovators and enhance accessibility.

¹⁴“Wearable Technology: Trends, Innovations, and Future Directions”; ACS Publications; acs.org; July 9, 2024.

¹⁵“The Future of Eye Health and Optical Tech”; Vision Plus Mag; visionplumag.com; April 9, 2025.



Prioritizing education

EyeMed makes it a priority to educate members on the importance of routine eye exams for overall health. As this new technology continues to evolve, we will also educate members on the benefits of smart glasses that combine vision correction, hearing enhancement AR, AI and health monitoring features that address evolving member needs.¹⁶



¹⁶“Expert Insight as Eyewear Gets Smart”; EyeMed; eyemed.com; June 14, 2022.



The future is here with Sight and Sound™

EyeMed is shaping the future of vision care.
When you offer EyeMed, you're not just giving employees access to exams and eyewear. You're giving them access to cutting-edge technology that supports their well-being and lifestyle.

Sight benefits

Members can leverage their vision insurance benefits to best meet their lifestyle. The choice is theirs – standard frames or technology-enabled smart frames.

Sound benefits

FDA approved over-the-counter hearing frames enable members with mild to moderate hearing loss to stay fully engaged at every stage of life.

STANDARD FRAME

In-Network ¹⁷	PLUS Provider ¹⁸
\$150 ¹⁹	OR \$200 ¹⁹
Standard frame allowance	Standard frame allowance

HEARING FRAME

In-Network ¹⁷	PLUS Provider ¹⁸
\$350	OR \$400
Hearing frame allowance	Hearing frame allowance

SMART FRAME

In-Network ¹⁷	PLUS Provider ¹⁸
\$200 ¹⁹	OR \$250 ¹⁹
Smart frame allowance	Smart frame allowance

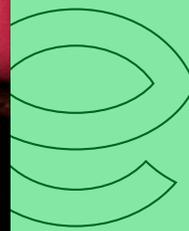
¹⁷Out-of-network benefits also available. ¹⁸Member access to PLUS providers is only available in conjunction with the Eye360 product and is not available in all states. ¹⁹Allowance for standard and smart frames are suggestions. Fully insured clients are underwritten by: Fidelity Security Life Insurance Company®, Kansas City, MO and Fidelity Security Life Insurance Company® of New York.



CONCLUSION

Vision innovation meets wellness- focused care

It's clear that wearable technology is redefining the way we track health, connect with others and see our world.



To learn more about EyeMed's vision care benefits and focus on innovation, visit [eyemed.com](https://www.eyemed.com)