

NEWS RELEASE

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**Morpace Reports:
Consumers reveal their opinions on the use of smart glasses**

Smart glasses elicit strong reactions, both positive and negative, from respondents

FARMINGTON HILLS, MI (November 10, 2015) - Smart Glasses open up new ways to experience entertainment, information gathering and sharing, socialization, and collaboration between users, according to a survey conducted by Morpace Inc. in partnership with the University of Michigan-Dearborn.

Technology innovators, including Samsung, Microsoft, and Facebook, are making significant strides in the development of smart glasses, an industry that first gained notice with the release of the Google Glass product in 2012. These smart glasses offer users a state of augmented reality, and are creating a myriad of opportunities for both consumer and commercial applications.

“The potential for smart glasses goes beyond consumer markets. Many companies are already using smart glasses to increase their process efficiency in logistics,” says Young Ro, Associate Professor of Operations Management at The University of Michigan-Dearborn.



The online survey conducted by Morpace among 1,000 U.S. based consumers in October was designed to identify how regular consumers think and feel about smart glasses technology. While

few (8%) are currently aware of this technology, respondents do see applications for smart glasses that can benefit them.

“Consumers understand that smart glasses can open up a new world of information to them and allow them to enjoy conventional methods of entertainment in a completely new way that engages all of their senses,” says Bryan Krulikowski, Vice President, Morpace. “Why sit on the couch and press buttons to control your video game character when, instead, you can physically become part of the action?”

Still, there are challenges to overcome, most notably privacy concerns, which is a key drawback of smart glasses. However, as noted by Dr. Philipp Rauschnabel, Assistant Professor of Marketing at The University of Michigan-Dearborn, privacy concerns do not always prevent people from consuming a product.

“Smart glasses are yet another contributor to the ‘privacy paradox’, where people complain about the risk of losing their privacy, but do not allow this to drive their behavior,” Prof. Rauschnabel said, further noting that consumers regularly complain about Facebook changing its privacy policies but still use it. “This may help overcome concerns about a user’s own privacy, but it does not necessarily alleviate concerns over other people’s privacy.”

Smart glasses are one example of how technology is blending into the world of fashion, similar to how fitness bracelets and smart watches are being used. “No longer is technology something you put away and hide in your pocket,” Krulikowski said. “It is both acceptable—and desirable—to display the devices you own.”

However, the survey revealed that smart glasses may be more difficult for consumers to adopt than a smart watch or bracelet. This is based on the fact that more respondents (17%) see themselves using smart glasses in the privacy of their home compared to those who would do so in public (11%).

“Smart glasses are the next evolution in the merging of multiple technologies and applications into single, wearable devices, and they are an ideal platform for the emergence of reality and virtuality,” Rauschnabel said. “However, the challenge for technology firms is to develop smart glasses that are technically perfect and appealing to the customers who should not only use, but also wear them.”

Contact Bryan Krulikowski to learn more at 248-539-5277 or [by email](#).

About Morpace Inc.

Morpace is a fully integrated global market research and strategic consulting organization that specializes in custom qualitative and quantitative research. It helps its clients in automotive, healthcare, financial services, retail and consumer goods and technology to solve their most pressing marketing challenges.

Established in 1975, Morpace is a *Marketing News* Gold Top 50 company and since 2009, one of the fastest growing U.S. - based research organizations. Morpace was also named the 2014 CASRO Research Organization of the Year.

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