



اَوْنَبُورِ سَيِّدِي تَيْكُونُ لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
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OPERATION MANAGEMENT  
MGT345

LIFE CYCLE OF GOOGLE GLASS

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## What is Google Glass

As Optical head-mounted display in a shape of a pair of eye glasses. Developed by *Janko Van Der Merwe* to be a computer where it can be used more frequent than a laptop, can be used anywhere and anytime or scientifically called Ubiquitous Computing.

It works similar like a smartphone. It is hands free and wearers are communicated via internet. For the wearers to interact with the internet, it will be through natural language voice commands where default is in english.

## History of Google Glass

- 15 April 2014 - Google sells a prototype of Google Glass to qualified Glass explorers” in the United State for a limited period
- 15 May 2014 - Google Glass became available to the public
- 15 January 2015 - Google announced that it would stop producing Google Glass for improvement
- 28 December 2015 - Google announce a new version of Google Glass is in development

*“Google has created the most sought-after sci-fi-looking gadget that everyone wants to wear at least once. But its uses are currently limited and a Google Glass consumer edition is due out this year. Not everyone will get their money's worth with this one-of-a-kind novelty”. -TechRadar*

## Glass Explorers

In early 2013, Google invited users of twitter to try the prototype of Google Glass early by hash-tagging #IfIHadGlass on Twitter. The qualifiers were called the “Glass Explorers” having early excess to try the prototype of Google Glass.

The number of Glass Explorers were up to 8,000 individuals. On March 2013, these glass explorers were notified and invited to visit Google’s office in Los Angeles, New York or San Francisco of their choice to get their Google Glass.

Google GLASS  
face expressions



### Google Glass's Specs

- Operating system – Glass OS (Google Xe software)
- CPU – OMAP 4430 (System on a chip, dual-core processor)
- Memory - 2 GiB RAM
- Storage - 16 GB flash memory total (12 GB of usable memory)
- DisplayPrism - projector, 640×360 pixels (equivalent of a 25 in/64 cm screen from 8 ft/2.4 m away)
- Sound – Bone conduction transducer
- Input - Voice command through microphone, accelerometer, gyroscope, magnetometer, ambient light sensor, proximity sensor
- Controller input - Touchpad, MyGlass phone mobile app
- Camera - 5 Megapixel photos  
720p video
- Connectivity - Wi-Fi 802.11b/g, Bluetooth, micro USB
- Power - 570 mAh Internal lithium-ion battery
- Weight - 36 g (1.27oz)
- Backward compatibility - Any Bluetooth-capable phone; MyGlass companion app requires Android 4.0.3 (Ice Cream Sandwich) or higher or any iOS 7.0 or higher

### Google Glass's Pros and Cons

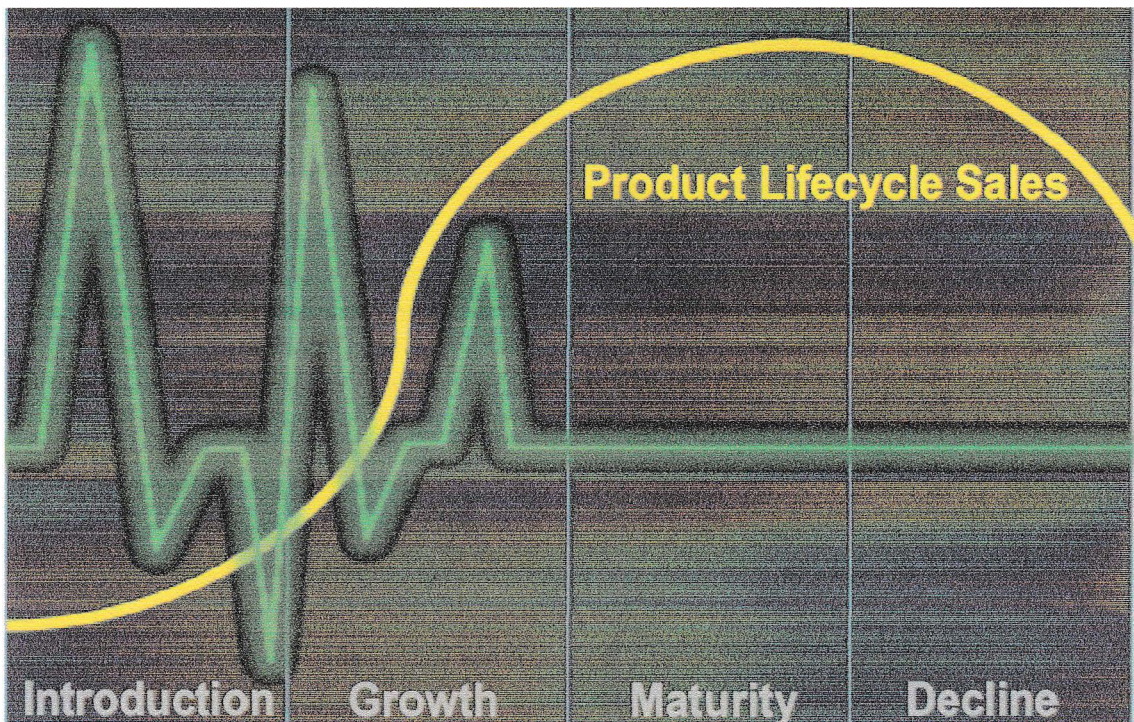
Pros	Cons
<ul style="list-style-type: none"><li>● Slick, comfortable design</li><li>● Easy-to-take hands-free photos</li><li>● Head-tracking navigation is surreal</li><li>● Conversation starter</li></ul>	<ul style="list-style-type: none"><li>● Outrageously expensive</li><li>● Battery life is very poor</li><li>● 5MP photos need good lighting</li><li>● Limited number of apps</li></ul>



## Life Cycle

Life cycle is a series of stages through which something (manufactured product) passes during its lifetime.

This is the Lifecycle sales of Google Glass



### Introduction Age

Google started selling Google Glass Prototype or also known as Project Glass on April 2013. It is first of its kind being a Glass functioning as a smart phone. In this stage, people are still doubting on the credit ability of the product or in other word, in a way still cannot believe such product existence and will it be good or not. For this product, it is a risk for consumer to buy it.

### Growth Age

There's a famous graph you have probably seen before on the Internet that charts the life-cycle of hype for new technologies. But in a number of ways, this graph is not quite right specifically, the plateau of productivity is not illustrated correctly.

Technologies plateau far above the peak of inflated expectations.