



## RayNeo Expands Consumer AR Lineup: Unveiling RayNeo iO Smart Glasses and Cinematic RayNeo GT Series

### Descrizione

COMUNICATO STAMPA - CONTENUTO PROMOZIONALE

LOS ANGELES, Aug. 21, 2026 /PRNewswire/ - Today, RayNeo, a global leader in consumer augmented reality (AR) glasses, announced two milestone product lines: the RayNeo iO Smart Glasses and the cinema-grade RayNeo GT Series (comprising RayNeo GT and RayNeo GT Max).

The dual launch targets two primary ways consumers use spatial computing: all-day heads-up productivity and high-fidelity mobile entertainment. RayNeo enters the launch with proven momentum, leading the global consumer AR smart glasses market with a 23.7% market share by shipment volume, according to Counterpoint Research Q1 2026 data. With these additions, RayNeo expands its portfolio into lightweight everyday ambient computing and wide-field-of-view spatial cinema. Both product lines officially go on sale on September 4, 2026.

RayNeo iO and the GT Series represent a fundamental commitment to purpose-built spatial hardware," said Howie Li, Founder and CEO of RayNeo. "Rather than compromising with a single device that tries to do everything, we designed two dedicated experiences: the iO as an invisible, all-day assistant for heads-up productivity, and the GT Series as an uncompromising personal cinema for travel and entertainment. Together, they deliver intuitive tools tailored precisely to how people work and relax every day."

#### RayNeo iO Smart Glasses: All-Day Ambient Intelligence & Productivity

Designed for professionals, executives, and multi-screen operators, the RayNeo iO Smart Glasses integrate retro Crown Panto styling with glanceable ambient intelligence. Weighing only 33 grams with a balanced 50:50 front-to-rear weight distribution, the frames are engineered with AZ91D magnesium-aluminum alloy and dual aerospace-grade titanium temples for comfortable, continuous all-day wear.

#### Key Specifications & Features:

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## RayNeo GT Series (GT & GT Max): Cinema-Grade Spatial Viewing

The RayNeo GT Series delivers a theater-grade visual and acoustic experience built on a dedicated dual-chip architecture featuring the Vision 4000 Display Chip and the Zone 360 3DoF Chip.

### Key Specifications & Features:

#### Model Comparison

#### Availability and Global Distribution

Official retail distribution begins September 4, 2026, via RayNeo's official website and Amazon store:

Both product lines will be demonstrated live at IFA 2026 in Berlin at Hall 21A, from September 4-8, 2026.

#### About RayNeo

RayNeo is a global leader in consumer Augmented Reality (AR) glasses. Incubated by TCL Electronics and serving as an Official Worldwide Olympic Partner in the AR glasses category, the company develops wearable spatial computing hardware. RayNeo's portfolio includes the full-color spatial computing X Series, the portable Air Series, the cinematic GT Series, and the ambient productivity iO Series. To learn more, visit [www.rayneo.com](http://www.rayneo.com).

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