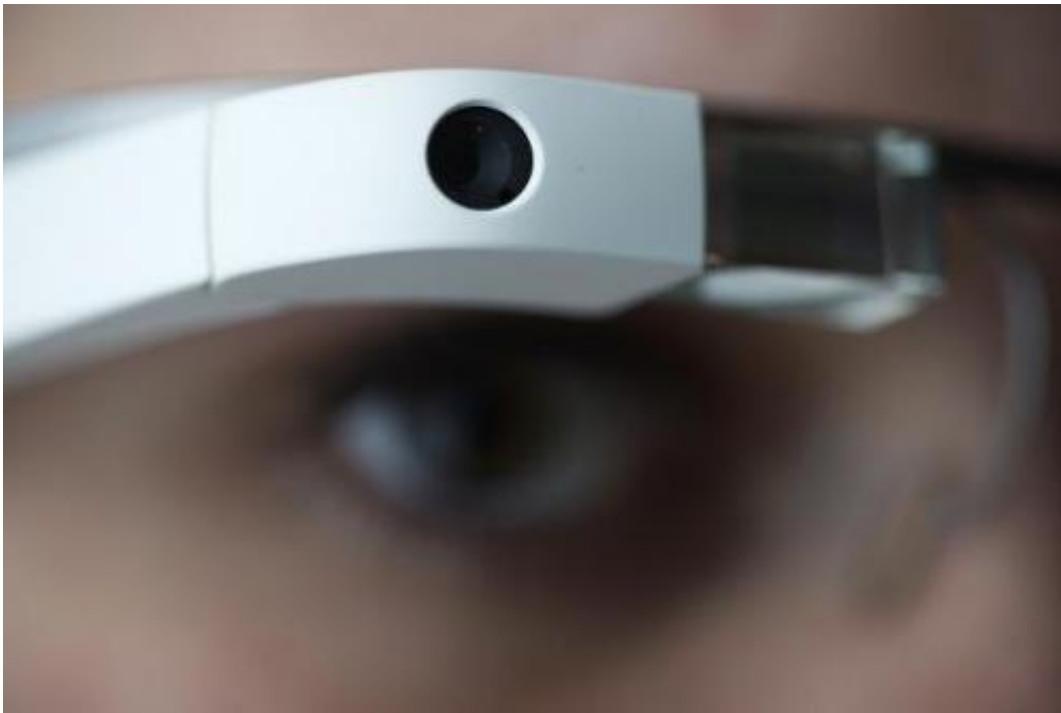


# Intel, Luxottica team up for smart eyewear

December 3 2014

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US tech giant Intel is planning its own "connected eyewear", similar to Google Glass (pictured)

US tech giant Intel said Wednesday it was joining forces with Italy's Luxottica to develop connected eyewear, with the first products due in 2015.

"The ultimate goal is to help pioneer that change and deliver smart, fashion-forward products that are meaningful and desirable to consumers," said a joint statement from the two companies.

Details of the [new products](#) were not announced. Luxottica already has an agreement to use its frames for branded versions of Google Glass.

The latest partnership underscores a commitment to wearable technology for Intel, which is best known for its computer chips.

"The growth of [wearable technology](#) is creating a new playing field for innovation," said Intel chief executive Brian Krzanich.

"Through our collaboration with Luxottica Group, we will unite our respective ecosystems and bring together Intel's leading-edge silicon and software technology with Luxottica's design innovation and consumer expertise."

Luxottica Group CEO Massimo Vian said the partnership will "lead the change to create frames that are as intelligent and functional as they are beautiful. Products that consumers will love to wear."

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