

Snapchat upgrades 'Spectacles' after first-generation flop

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Snapchat's new Spectacles with built-in cameras will be water-resistant and more expensive than the first version

Snap, which reports its quarterly results next week, has been losing money since its [stock market debut](#) last year.

Known for its disappearing messages popular with teens, Snapchat has expanded its mobile application to include video, news and other content from a variety of media partners.

Snapchat's share of digital advertising is small but growing.

The research firm eMarketer says the social network is expected to generate \$1.36 billion in worldwide ad revenue, up more than 92 percent over last year but accounting only for a market share of just 0.5 percent.

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Snapchat on Thursday began selling a new version of its eyewear with built-in cameras after the first version failed to catch on with users of the youth-oriented social network.

The [new product](#), Spectacles 2.0 "are now more comfortable to wear with a smaller profile, and they're water resistant—so you can bring them to the beach, or your next pool party," Snapchat parent Snap Inc. said in a statement.

The sunglasses allow users to record photos, video and audio that can then be transferred to Snapchat for messages to friends.

The new glasses will sell for \$150, or \$20 more than the first generation.

Last year, Snap took a writeoff of some \$40 million for unsold inventory of its Spectacles.

Snap said it sold 150,000 Spectacles, but some reports said it had produced hundreds of thousands that were unsold.

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