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myGlasses

/ Dec 2013

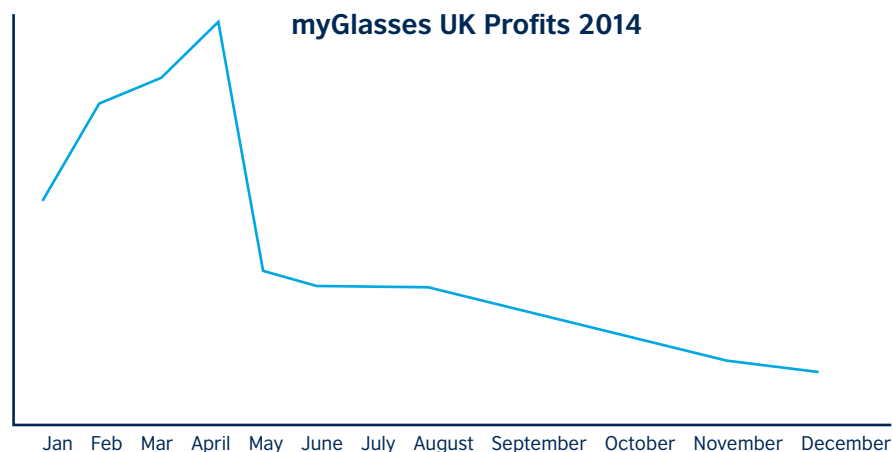
Wearable technology is the current trend in the market, already worth millions of pounds in the UK electronics field alone. It all began in the 1980s with the introduction of the calculator watch and has now expanded to other products, including 'The Spy Tie' and USB Heating Gloves.

Now, a new type of wearable technology is ready to rock the market – this innovative and highly ambitious product has been named 'myGlasses.'

Currently consumers can use tablet devices, mobile phones and even watches to access the internet, but now with 'myGlasses', the internet will be closer than ever before. With 'myGlasses', wearers will be able to access the internet by simply using a voice command, provided that they are in an area with wi-fi facilities.

New and exciting features include a touchpad located on the side of the glasses, but users can also use a special combination of winks and blinks to make phone calls, take photos and play games. There is even a video function where users can record what they see, but also can reverse it to record the inside of their eye.

Undoubtedly, this product is going to become an icon of the 21st century, and at only £500, is quite the bargain.



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A message from the chairperson (December 2014)

Firstly, I want to thank you all for your hard work over the last few years in bringing myGlasses to life. We always knew that this was an ambitious product and that it would be a risk. Unfortunately our sales of this still fantastic product have not met the expectations we all had when we first began this journey. It is clear that a mixture of flawed designs on our part, and bad media press, are to blame. However, I do not want to give up on our product and would therefore like to call an emergency meeting on the future of myGlasses. Many thanks for your continued hard work and I look forward to hearing your contributions in our meeting.

Excerpt from a local newspaper (April 2014)

Following the launch of myGlasses in 2014 the company has been plagued by scandal after scandal leading to many sources claiming that the future of myGlasses is in serious doubt.

In March, the first criticism of myGlasses came over the invasion of privacy through its video camera function. A number of complaints since then have been made to police about inappropriate filming, and also there has been an increase in video piracy with myGlasses consumers using the product to record cinema releases.

Shortly after this, a local woman who wishes to remain anonymous, filed a lawsuit against the company due to her declining eyesight, which she claims is solely because of using myGlasses. This led to the company forking out thousands to pay for laser eye surgery for the victim. Health has always been the number one concern about this product, but the chairperson assured the public that safety standards had been met. It is clear that the product has been a complete shambles, as we all wait in anticipation for the next myGlasses stumble.