

AUTOMOTIVE

BMW launches ConnectedRide Smartglasses for bikers

July 10, 2023



Using head-up display technology, a new offering reimagines innovations that are being embraced by luxury automobiles as in-vehicle wearables. Image credit: BMW Group

By LUXURY DAILY NEWS SERVICE

German automaker **BMW** is bolstering its work in wearable technology by bringing an innovative auto release to market.

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The brand is gearing up to release ConnectedRide Smartglasses, a set of goggles that use head-up display technology to offer real-time data projection to riders. Aiming the tech-enabled shades at motorcyclists, the delivery emerges from a long line of BMW-led augmented reality projects, as the tool is continually embraced by luxury automobile companies.

Revvng up

Arriving in the United States by the end of 2023, riders can project data such as gear, speed or navigation into their field of vision using BMW's Smartglasses, with no car or display panels needed.

Using solely the glasses, the technology reflects in-vehicle capabilities out front, rehousing features as part of a wearable unit. With motorcycle information displayed in real-time, the launch should make motorcyclists' journeys just a bit safer, helping drivers anticipate what lies ahead.

Stay connected during city exploration

With an easy-to-read TFT display for battery charge status and riding speed updates, as well as the BMW Motorrad Connected app, riders can always have easy access to key info they need, whenever they need it. [#BMWGroup](#) [#MakeLifeARide](#) pic.twitter.com/myabqypf4E

BMW Group (@BMWGroup) July 10, 2023

Designed with motorcyclists in mind, the ConnectedRide Smartglasses are adaptable, fitting an array of helmets.

With consideration for longer road runs, a lithium-ion battery allows for up to 10 hours of use at an operating temperature range between -14 degrees and 122 degrees Fahrenheit.

The goggles can be connected to smartphones via Bluetooth. Settings can also be chosen pre-ride by way of a corresponding app and, using a multi-controller on BMW motorcycle handlebars, settings and projection locations can also be controlled mid-ride.

BMW Motorrad is offering two sets of certified UVA/UVB lenses with an Anthracite frame. Those with prescription glasses have the option to meet with an optician, who can use an RX adapter to ground and adjust lenses to the visual acuity that is required. Contact wearers can use the ConnectedRide Smartglasses normally.

German automakers across the board are upping their game when it comes to vehicular technology. Mercedes-Benz recently announced that it would bring ChatGPT to its fleet amidst a wave of other luxury brands embracing the artificial intelligence chatbot ([see story](#)).

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