



ATOMIC OBJECT

# TECHNOLOGY SHOWCASE

## 7 Things about Snapchat Spectacles

### 1 - What is it?

Snapchat Spectacles is a pair of stylish glasses and a hands-free video recording device all in one.

### 2 - How does it work?

Snapchat Spectacles pair to your phone via Bluetooth, and import video directly into your Snapchat memories, from which you can send to your friends, or post on your story.

You can push the button once to record a video for 10 seconds, press again to extend to 20 or 30 seconds.

Spectacles uses 115 degree filming so that you can capture more than a conventional Snapchat video.

### 3 - Who's doing it?

Many people buy Snapchat Spectacles for personal use, but businesses are also starting use Snapchat Spectacles to their benefit. L'Oréal Paris used Snapchat Spectacles to give viewers a unique perspective at the Golden Globes, and Hyatt Hotels have used Snapchat Spectacles to drive home a message about the perspective of others in a marketing campaign.

## 4 - Why is it significant?

Snap Spectacles are significant because it's hard to "be in the moment if you have to open your phone and load an app". Spectacles allows you to capture the moment, without the distraction of your phone. Snapchat Spectacles is also significant because they can provide tremendous opportunity for education.

## 5 - What are the downsides?

Some people may not want to go through the hassle of putting on the glasses, and trying to record a video, when they can simply pull out their phone. Even though there is a bright light that goes on when Specs are recording, Snap Spectacles still may seem slightly creepy, because people may be uncomfortable knowing you have a camera in your glasses.

## 6 - Where is it going?

In the future, Snapchat Spectacles could have augmented reality systems built in. Snapchat is also exploring the idea of having visors, watches and other network enabled items equipped with video recording/augmented reality.

## 7 - What are the implications for higher education?

There are many ways Snapchat Spectacles can be used for educational purposes. For example, let's say a doctor were to wear them and record during an operation. The video can then be showed to students, and the students could have a first hand look at how the operation was performed. Snapchat Spectacles can also record school project videos with ease, and possibly record sections of class without disturbing the teacher by pulling out your phone.

