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Topic: Google Glassi½Œç•¶ç§‘æŠéé•‡ä, Šæ™, å°šè”-è”

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Posted by: SoutheLily

Posted on: 2013/3/23 23:28:33

Technology Designs vs. Fashion Sense: Google Glass

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As Google and other companies begin to build wearable technology like glasses and watches, an industry not known for its fashion sense is facing a new challenge: How to be stylish. Design has always been important to technology with products like Appleâ€™s becoming fashion statements, but designing hardware that people will wear like jewelry is an entirely different task.

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A computer you wear on your face that looks a bit like eyeglasses, Google Glass lets users take pictures or record video without using their hands, send the images to friends or post them online, see walking directions, search the Web by voice command and view language translations. Google Glass accesses the Internet through Wi-Fi or Bluetooth linked to the wireless service on a userâ€™s cell phone. And users activate Glass by speaking, touching the frame, or moving their heads.

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â€œChanging behavior is much more challenging than changing technology,â€• said Olof Schybergson, founder and chief executive of Fjord, a design company that has helped clients build wearable devices. (1) In a sign of how acute the challenge is for Google, the company is negotiating with Warby Parker, an (A) e-commerce start-up company that sells trendy eyeglasses, to help it design more fashionable frames.

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(2) In addition to considering partnering with Warby Parker, Google is doing other things to recruit the fashion-(3) savvy, particularly women. It could open retail stores where people can try on the glasses. At New York Fashion Week last year, models wore colored versions on the runway for Diane von Furstenberg, and the designer made a (B) behind-the-scenes video wearing the glasses.

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For Google, the glasses are a major step toward its dream of what is known as ubiquitous computing (ubicomp), the idea that computers and the Internet will be accessible anywhere and we can ask them to do things without lifting a finger. The biggest obstacle now is getting people to use them.

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