

Google Ends Glass (As We Know It)

Written by Marco Attard
23. January 2015

Google announces a major Google Glass shakeup, as it halts sales of the first version of the wearable device and moves the team responsible for its development out of the secretive Google X research lab.



For the curious 19 January 2015 is the last day potential customers can buy the Google Glass through the much vaunted "Explorer" program.

Meanwhile the Glass team finds itself becoming a standalone unit, one with chief Ivy Ross reporting to no other than Tony Fadell, CEO of 2014 Google purchase Nest. Or, as the team puts it, "we're ready to put on our big kid shoes and learn how to run."

"Early Glass efforts have broken ground and allowed us to learn what's important to consumers and enterprises alike," Fadell tells Forbes. "I'm excited to be working with Ivy to provide direction and support as she leads the team and we work together to integrate those learnings into future products. I remain fully committed to Nest and am equally excited about our work there, which continues to accelerate."

Will Fadell-- famous for his designing the Apple iPod-- breathe new life in Glass, a device many describe as either intrusive or simply gimmicky? More relevant in our case, will he push towards its release as an actual product sold in retail outlets? No dates are available, meaning the next version of Glass will be ready when it's ready, unless Google gets bored of it first.

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