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Brilliant Labs

Brilliant Labs is a pioneering wearable tech company founded in 2019 by former Apple Program Lead Bobak Tavangar and co-founder Ben Heald. The company is redefining how humans interact with technology through AI-powered glasses that blend open-source hardware with cutting-edge generative AI. Following the launch of Monocle, Brilliant Labs introduced the Frame series, culminating in the 2025 release of Halo, a sleek, everyday wearable powered by an agentic AI assistant named Noa, and the memory system Narrative.



The Mission

Brilliant Labs sought to introduce a new category of consumer hardware: glasses with embedded generative AI designed to act as an ever-present assistant, enhancing productivity, creativity, and daily life. Their goal was not just to launch a product, but to ignite a movement around open-source wearable AI, where developers and creatives could build on shared innovations and accelerate progress in human-computer interaction.

With the launch of Frame and Halo, they needed a strong communications push to drive public interest, establish the credibility of the founders, and differentiate their offering in a fast-

moving, competitive field. Elevating their visibility during this pivotal moment was essential to attract both early adopters and long-term believers in the future of agentic wearables.

The Strategy

Eleven International devised a multi-layered communications campaign designed to position Brilliant Labs at the forefront of wearable AI and generative hardware innovation. The key components included:

- **Product Launch Amplification:** We framed the release of Frame and Halo as a major step forward in wearable computing, emphasizing its unique AI integration, real-time object recognition, and human-centric design.
- **Thought Leadership & Founder Positioning:** Leveraged the credibility and backgrounds of the founding team to secure interviews, op-eds, and podcast features, reinforcing their vision for the future of ambient computing.
- **Narrative Building & Media Targeting:** We crafted messaging around the open-source nature of the platform, investor backing, and the emerging trend of hands-free AI agents. This enabled tailored pitches to top-tier tech, design, and innovation media across the U.S., Asia, and Europe.

The strategy was built to not only introduce the product but to seed a larger conversation around the next generation of AI-infused devices and human-machine collaboration.

The Results

The campaign achieved wide-reaching media impact, successfully positioning Brilliant Labs as a standout player in the AI hardware space. Coverage highlights include TechCrunch, The Verge, Digital Trends, Forbes, and Wired, all spotlighting the uniqueness of the Frame glasses, the power of the Noa AI assistant, and the bold vision behind the product.

Founder storytelling also paid off, with in-depth profiles and interviews secured across outlets like *CNET*, *Android Central*, and *The Verge's* podcast series, further humanizing the brand and establishing Brilliant Labs' leadership in the category.

The result was not just strong visibility around launch, but a clear and memorable brand identity that framed Brilliant Labs as more than a device maker, it became seen as the torchbearer for a new era of wearable intelligence.

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Featured Media Coverage:



- **Bloomberg:** [Pins, Monocles and Sunglasses: The Rise of AI-Focused Hardware](#)
- **The Verge:** [These \\$349 smart glasses have 'AI superpowers' and a comical charging nose](#)
- **ZDNET:** [The most promising AI smart glasses are from a brand you've never heard of](#)
- **Forbes:** [Frame Is The Most 'Normal' Looking AI Glasses I've Worn Yet](#)
- **TechCrunch:** [AR glasses with multimodal AI nets funding from Pokémon GO creator](#)

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Eleven International

Established in 2017, Eleven International is an award-winning cross-border communications agency for consumer tech, Web 3.0, and B2B tech brands.

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