

# Wearable 'Ai Pin' launched by Humane, backed by ex-Apple execs and Microsoft

Nov 9 (Reuters) - Humane, a Silicon Valley startup with a star-studded list of co-founders and executives, on Thursday released a \$699 device that aims to bring cutting-edge artificial intelligence to a lapel near you.

The Ai Pin, as the device is called, is designed to be worn on clothing and can be tapped to talk to a virtual assistant powered by technologies from ChatGPT-creator OpenAI and cloud computing power from Microsoft (MSFT.O). It uses a laser projection system to display text and monochromatic images on a user's hand.

Founded by ex-Apple (AAPL.O) veterans who worked on the iPhone, Humane is one of many companies in Silicon Valley angling to find the next wave of consumer devices. But the company has emphatically rejected the mixed-reality headsets in the works from companies such as Apple and Meta Platforms (META.O), with Humane co-founder and President Imran Chaudhri saying during a demonstration of the Ai Pin earlier this year that "the future is not on your face."

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