



Display Training Center

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Rokid Glasses Teardown & BoM Analysis



Rokid Glasses | Outline

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Rokid Glasses | Executive Summary

- This report covers the teardown & bill of materials (BoM) analysis for the **Rokid Glasses** launched officially in August 2025 via Kickstarter, but started reaching backers in December or later
- Overall BoM cost is estimated at around **~\$XXX.XX**, representing a gross margin of **~XX.X%** at an \$599 MSRP
- While the **display & optics** are the major drivers of the component costs, all other major modules like the camera, main logic board, housing pieces, etc. are also estimated for BoM contribution
- Further details & **independent testing results** are also provided for certain sub-modules to analyze things like display clarity, battery capacity and audio performance



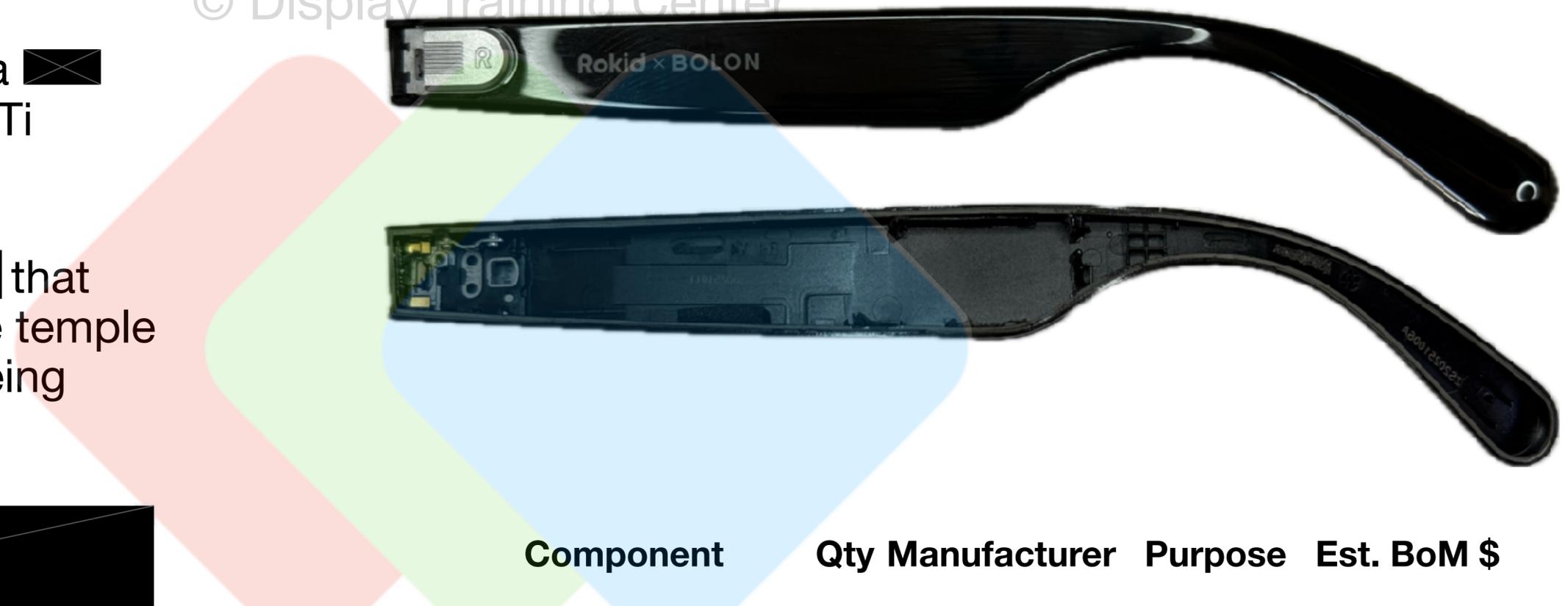
Rokid Glasses | Right Temple - Inner Shell

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- The inner shell is comprised of a [REDACTED] around the Ti hinge receiver element

- There is also [REDACTED] that monitors the engagement of the temple to understand if the device is being worn

- [REDACTED]



Component	Qty	Manufacturer	Purpose	Est. BoM \$
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[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
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