

CASE STUDY · ASU AI GLASSES PILOT

AI Glasses for English Immersion

ASU Global Launch
Tempe, Arizona
Summer 2026

This summer, **ASU Global Launch** — which provides English language instruction to international students from more than 160 countries — became one of the first programs to test IMMERSE on AI glasses. Over a six-week period, a select cohort of international learners used their glasses to turn everyday campus moments — lectures, office hours, dining halls, and calls home — into in-the-moment English practice, getting AI coaching at the moment of need rather than after the fact. Here is a data snapshot from this cohort of learners:

INCREASE IN PRACTICE TIME

BEFORE THE PILOT

≤5 hrs / wk

72.8% used English 5 hours or less per week — despite the full-time program.

DURING THE PILOT

→ 100%

were motivated to improve their English and increase their speaking time.

STUDENT SATISFACTION

ENJOYABILITY

90%

found the app enjoyable to use

EASE OF USE

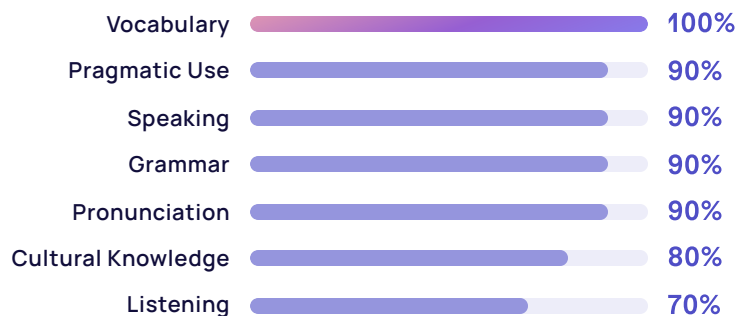
90%

thought the AI glasses were easy to use for learning

STUDENT SURVEY RESULTS

IMMERSE on AI Glasses drove improvements in vocabulary across 100% of learners

Share of pilot participants reporting "some" or "a lot" of improvement with IMMERSE, by skill.



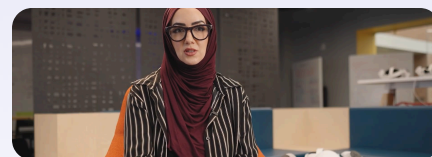
I've used it to practice a conversation with my professor before office hours. It taught me not only how to say things correctly but also cultural aspects of the US.

Abdullah
Student at ASU Global Launch



I used it to practice asking about ingredients at the dining hall — is there dairy in the soup? Practicing beforehand with Coach prepared me for the real conversation.

Abdulaziz
Student at ASU Global Launch



I've never seen something that can observe the environment and interact based on it. You record a moment, click create lesson, and the AI generates a lesson from what you wanted to learn. The potential for learner agency is incredible.

Dr. Emilia Gracia
Head of Fluent Futures Lab at ASU
Global Launch