



Meta Lab Experiential Retail Space in LA

Retail

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Meta opened Meta Lab in Los Angeles as its first experiential retail space dedicated to Ray-Ban Meta smart glasses. Designed as a flagship-style pop-up, the project combined immersive product interaction, AI-driven content, and localized storytelling to create a new retail experience.

At the heart of the space, AOTO RM 1.5E LED displays helped bring the immersive experience room to life. The installation featured one 12×10 LED wall and two additional 2×10 LED walls, forming a dynamic visual environment for AI-generated imagery and experiential storytelling.

Project Images ▼



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Redefining Retail Through Experience

PRODUCT

AOTO RM 1.5E LED Displays

LOCATION

LA, California, United States

INDUSTRY

Retail

APPLICATION

Immersive Experience /
Experiential Retail

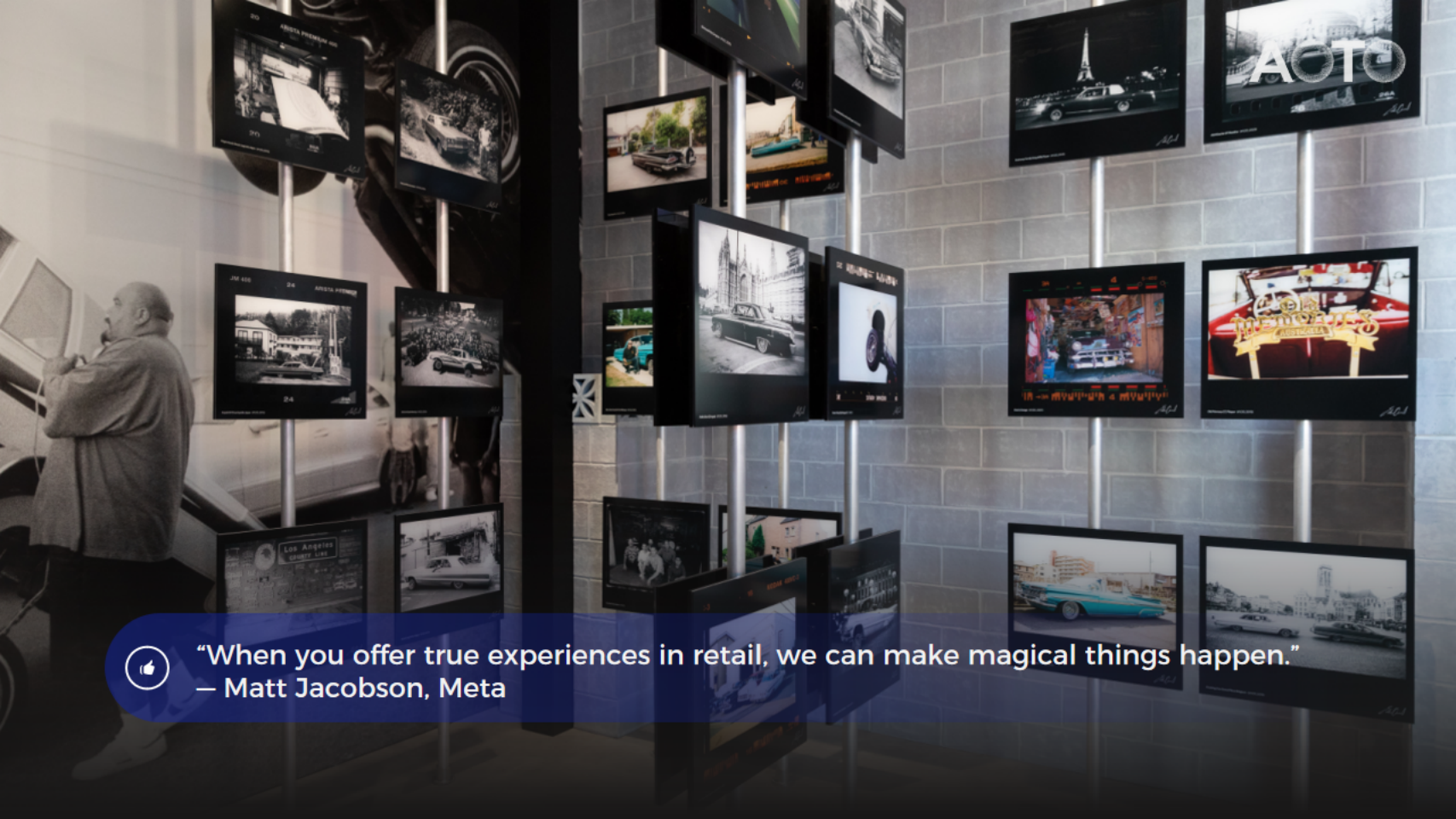
PARTNERS

Meta
Ray-Ban

Meta introduced Meta Lab at Connect 2024 as its newest experiential retail concept and its first space dedicated to Ray-Ban Meta glasses. After an initial campus pop-up in Menlo Park, the brand opened a temporary brick-and-mortar location in Los Angeles as a flagship-style destination for a limited time.

Rather than following a conventional retail format, Meta Lab was designed around product interaction, digital storytelling, and immersive engagement. Visitors were invited to explore the product in a space shaped by AI, design, and culture—turning retail into a hands-on brand experience rather than a standard point of sale.

Meta also framed the project as part of a broader test-and-learn strategy for experiential first-party retail. The Los Angeles store represented a limited-run flagship expression, helping the company explore how immersive physical environments could inform future retail formats for Ray-Ban Meta and its wider partner ecosystem.



“When you offer true experiences in retail, we can make magical things happen.”
— Matt Jacobson, Meta

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AOTO Helped Bring the Experience Room to Life

A defining feature of Meta Lab was its experience room, where digital content became part of the retail journey. Here, AOTO RM 1.5E LED displays helped create a visually cohesive setting for AI-generated imagery, product interaction, and experiential storytelling.

The installation featured one 12×10 LED wall and two additional 2×10 LED walls, forming the visual foundation of the room. This layout allowed content to extend across the space, giving the experience greater continuity and making the room one of the project's most distinctive features.

As Meta's Matt Jacobson described it, the store included "an immersion experience room" where guests could capture themselves in "this AI-generated version of the beach at Malibu." In this project, AOTO helped turn that concept into a compelling visual experience.



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Why RMxE Series?

Meta Lab shows how display technology can do more than just present content—it can help define the atmosphere and character of a branded environment. In this project, AOTO supported a premium retail experience where visual quality, storytelling, and spatial design worked seamlessly together.

The AOTO RMxE Series combines a lightweight, reliable structure with the visual refinement needed for high-end indoor applications. Features such as low-reflection surface treatment, ultra-black ink technology, brightness enhancement, and 26-bit color control help deliver high contrast, rich color, and refined image performance. Available in 1.56mm and 2.6mm pixel pitches, the RMxE Series is designed for flexible deployment across premium visual environments. In Meta Lab, the RM 1.5E demonstrated how the series can support not only installation efficiency but also the high-impact display quality required for fixed, experience-led spaces.

