**Snapchat Announces New Product, Company Name**

Snapchat on Friday announced that it will be launching a pair of sunglasses embedded with a camera to make it easier for users to snap and upload 10-second videos to the Snapchat app. The Spectacles product is expected to launch this year, and the move has also prompted the company to change its name to Snap Inc. to reflect its diversifying product offerings.

***The New York Times 9/24/16***

<http://www.nytimes.com/2016/09/26/business/snapchat-known-for-ephemera-proves-its-staying-power-with-videos.html?WT.mc_id=SmartBriefs-Newsletter&WT.mc_ev=click&ad-keywords=smartbriefsnl&_r=0>