Meta Acquires Limitless AI: Rewind Shuts Down December 19, 2025

Meta has acquired Limitless, the startup formerly known as Rewind. The Rewind Mac app is shutting down, Limitless Pendant sales have stopped, and EU/UK users are losing access immediately. Here's what this means for privacy-conscious users—and an alternative path forward.

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Crumbling stone rewind arrows on the left contrasted with glowing neon fast-forward arrows on the right

Quick answer Meta has acquired Limitless (formerly Rewind). The Rewind Mac app shuts down December 19, 2025; Limitless Pendant hardware sales have stopped; and service is discontinued in the EU and UK. Privacy-conscious users looking for a local-first alternative can switch to Hedy — Mac, Windows, iOS, Android, no extra hardware. Limitless users get 3 months of Hedy Pro free at limitless.hedy.ai .

Today's news that Meta has acquired Limitless—the startup formerly known as Rewind—marks the end of an era for privacy-first memory tools.

First, genuine congratulations to the Limitless team. Co-founder and CEO Dan Siroker started Limitless five years ago when "AI was a pipe dream to many." Building a product that captures the attention of a company like Meta is a massive achievement.

However, for users who were drawn to Rewind's original promise of local-first privacy, today is complicated.

The Reality Check

If you're a Rewind user: The Mac app is shutting down. All screen and audio capture will be disabled on December 19, 2025.

If you're a Limitless Pendant user: Hardware sales have stopped. The device will be supported for one more year, then faces obsolescence as Meta integrates the technology into its own AI-enabled wearables.

If you're in the EU or UK: Service is no longer available. You have until December 19 to export your data before it's permanently deleted.

For everyone else, continuing means agreeing to updated Terms of Service and Privacy Policy that bring your data under Meta's umbrella.

You now face a choice: stick with a sunsetting product, or move to a platform that's actively growing, independent, and committed to privacy.

Don't Just Rewind. Fast Forward.

If you're looking for a new home, I'd like to introduce you to Hedy.

We approach meetings differently. While the Rewind app and Limitless AI pendant focused on passive recording—looking backward at what you've seen and heard—Hedy focuses on active coaching, helping you in the moment. We work on Mac, Windows, iOS, and Android. No extra hardware required.

One thing that won't change with us: your data belongs to you.

• No Data Mining: We don't train our models on your private conversations. You have the option to store all your conversation content locally only, and on capable hardware Local AI Processing runs the AI on-device too, offline included.

• Session Privacy: You decide what gets captured and when.

• Active Intelligence: We don't just store your conversations; we help you derive value from it immediately with real-time coaching.

A Fresh Start (On Us)

I know it's frustrating to switch tools, export data, or realize your new hardware is effectively discontinued.

To make the transition easier, we're offering a Safe Harbor to any Rewind or Limitless user looking for an alternative:

3 Months of Hedy Pro, Free.

Visit https://limitless.hedy.ai/ for this special offer. Then, read our instructions for how to export your Limitless data (/post/export-limitless-data-to-hedy) and import it to Hedy.

Frequently asked questions

Did Meta really acquire Limitless and is the product shutting down?

Yes. Meta acquired Limitless (formerly Rewind) in December 2025. The Rewind Mac app's screen and audio capture is disabled on December 19, 2025. Limitless Pendant hardware sales have stopped, with one year of remaining support. Service is also discontinued for EU and UK users. Continuing as a Limitless user means accepting Meta's updated Terms of Service and Privacy Policy.

When does the Rewind Mac app stop working?

December 19, 2025 — that is when all screen and audio capture is disabled. EU and UK users have until the same date to export their data before it is permanently deleted. Outside the EU and UK, users keep limited functionality, but only after agreeing to Meta's updated Terms of Service and Privacy Policy.

Why is Limitless no longer available in the EU and UK?

Meta has discontinued Limitless service in the EU and UK as part of the acquisition. Affected users have until December 19, 2025 to export their data before it is permanently deleted. EU and UK Limitless users looking for an alternative can switch to privacy-first AI meeting tools like Hedy that operate under EU data protection rules.

What happens to my Limitless Pendant after Meta's acquisition?

Hardware sales have stopped. Meta has committed to one more year of support for existing Pendant owners, after which the device faces obsolescence as Meta integrates the underlying technology into its own AI-enabled wearables. Pendant users should plan for replacement within the support window.

What is the best privacy-first alternative to Limitless or Rewind?

Hedy is the closest alternative for users who valued Rewind's local-first privacy. Hedy works on Mac, Windows, iOS, and Android, no extra hardware required. Speech recognition runs on-device using OpenAI's Whisper model. Hedy does not train AI models on your conversations and gives you full control over what gets captured. Limitless users can claim 3 months of Hedy Pro free at limitless.hedy.ai (https://limitless.hedy.ai/) .

We're not going anywhere, and neither is your data.

— Julian Pscheid Founder, Hedy AI

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