**Name:** Files\\Grey Literature\\Case Study\\Pebble (watch)

¶1: Pebble (watch)

¶2:

**¶3: #6 – Too much competition**¶4: **The Top 9 Reasons Hardware Startups Fail CB-Insights**¶5:

¶6: "Pebble Technology, a successful Kickstarter and a Y Combinator-backed startup, **struggled to compete** in the wearables space in the face of aggressive marketing and a wide range of alternatives from giants like **Apple**. Pebble was forced to sell its software and intellectual property to rival smartwatch maker Fitbit, driving Pebble out as a competitor in the space."

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| **¶10: Pebble Smartwatch** |
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| ¶12: **Also known as** | ¶13: Pebble |
| ¶14: **Developer** | ¶15: Pebble Technology, Corp., Pebble Devices, Corp in California.[[1]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-1) |
| ¶16: **Manufacturer** | ¶17: Foxlink Group in Taiwan[[2]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Bloomberg2-2) |
| ¶18: **Product family** | ¶19: Pebble |
| ¶20: **Type** | ¶21: [Smartwatch](https://en.wikipedia.org/wiki/Smartwatch) |
| ¶22: **Generation** | ¶23: 1 |
| ¶24: **Release date** | ¶25: January 23, 2013 |
| ¶26: **Introductory price** | * ¶27: Pebble: $99[[3]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Pebble_price_reduced-3) * ¶28: Pebble Steel: $149 |
| ¶29: **Discontinued** | ¶30: December 7, 2016 |
| ¶31: **Units sold** | ¶32: 2,000,000+ as of December 2017[[4]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Pebble_%E2%80%93_Pebble%E2%80%99s_Next_Step-4) |
| ¶33: **[Operating system](https://en.wikipedia.org/wiki/Operating_system)** | ¶34: Pebble OS; uses a customized [FreeRTOS kernel](https://en.wikipedia.org/wiki/FreeRTOS).[[5]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-new.livestream.com-5)[[6]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-6) Can communicate with [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) and [iOS](https://en.wikipedia.org/wiki/IOS) apps using Bluetooth. Portions of Pebble OS are closed source.[[7]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-7) |
| ¶35: **[CPU](https://en.wikipedia.org/wiki/Central_processing_unit)** | ¶36: [STM32F2](https://en.wikipedia.org/wiki/STM32#STM32_F2)05RE [Cortex M3](https://en.wikipedia.org/wiki/ARM_Cortex-M3) CPU |
| ¶37: **Memory** | ¶38: RAM 128 KB (84 KB OS, 24 KB app, 12 KB background worker, 8 KB app services)[[8]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-8) |
| ¶39: **Storage** | ¶40: Pebble Time series: 50 slots for faces/apps stored on watch, infinite can be loaded from the connected phone. ¶41: Pebble Classic series: 8 slots for apps/watch faces, 100 KB per slot for a total of 800 KB user accessible space. ¶42: The Kickstarter version has 4 [MiB](https://en.wikipedia.org/wiki/MiB) (32 [Mibit](https://en.wikipedia.org/wiki/Mibit)) flash.[[9]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-iFixit-9)[[10]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-10) Originals built after October 2013 and all Steel watches have 8 MiB (64 Mibit) flash.[[11]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-techrepublic-11)[[12]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-12)[[13]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-13) ¶43: All models also have 512 [KiB](https://en.wikipedia.org/wiki/KiB) [SoC](https://en.wikipedia.org/wiki/System_on_a_chip) flash memory |
| ¶44: **Display** | ¶45: 32-millimetre (1.26 in) 144×168 pixel Sharp Memory transflective LCD[[14]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-14)[[15]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-15) |
| ¶46: **Graphics** | ¶47: Pebble Classic/Steel: 1-bit black-and-white transflective LCD; Pebble Time: 64 ([6-bit](https://en.wikipedia.org/wiki/List_of_monochrome_and_RGB_color_formats#6-bit_RGB)) color e-paper. |
| ¶48: **Sound** | ¶49: None |
| ¶50: **Input** | ¶51: 4 buttons ¶52: 3-axis [accelerometer](https://en.wikipedia.org/wiki/Accelerometer) with gesture detection ¶53: magnetometer and ambient light sensor,[[5]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-new.livestream.com-5) microphone on Pebble Time models |
| ¶54: **Camera** | ¶55: None |
| ¶56: **Connectivity** | ¶57: [Bluetooth](https://en.wikipedia.org/wiki/Bluetooth) 2.1 and 4.0 [LE](https://en.wikipedia.org/wiki/Bluetooth_low_energy) (used for iOS 7 notifications) + [EDR](https://en.wikipedia.org/wiki/Bluetooth#Bluetooth_2.0_+_EDR) |
| ¶58: **Power** | ¶59: 130 mAh, 7 days (assuming c. 20–30 notifications a day, and a per-minute updating watchface) |

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| --- | --- |
| ¶60: **Current firmware** | ¶61: Version 4.3 |
| ¶62: **Dimensions** | ¶63: Pebble: 52 mm × 36 mm × 11.5 mm (2.05 in × 1.42 in × 0.45 in),[[16]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-FCC_submission-16) ¶64: Pebble Steel: 46 mm × 34 mm × 10.5 mm (1.81 in × 1.34 in × 0.41 in) |
| ¶65: **Mass** | ¶66: Pebble: 38 g (1.34 oz), ¶67: Pebble Steel: 56 g (1.97 oz) (with default watchband attached) |
| ¶68: **Successor** | ¶69: [Pebble Time](https://en.wikipedia.org/wiki/Pebble_Time) (both normal and Steel variants) |
| ¶70: **Related articles** | ¶71: [Fitbit](https://en.wikipedia.org/wiki/Fitbit) |
| ¶72: **Website** | ¶73: [pebble.com](https://web.archive.org/web/*/https:/www.pebble.com/) |

¶74: **Pebble** is a discontinued [smartwatch](https://en.wikipedia.org/wiki/Smartwatch) developed by Pebble Technology Corporation. Funding was conducted through a [Kickstarter](https://en.wikipedia.org/wiki/Kickstarter) campaign running from April 11, 2012, to May 18, 2012, which raised $10.3 million; it was the most funded project in Kickstarter history, at the time. Pebble began shipping watches to Kickstarter backers in January 2013.[[17]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-17) Pebble watches can be connected to [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) and [iOS](https://en.wikipedia.org/wiki/IOS) devices to show notifications and messages. An online [app store](https://en.wikipedia.org/wiki/App_store) distributes Pebble-compatible apps from many developers including [ESPN](https://en.wikipedia.org/wiki/ESPN), [Uber](https://en.wikipedia.org/wiki/Uber), [Runkeeper](https://en.wikipedia.org/wiki/Runkeeper), and [GoPro](https://en.wikipedia.org/wiki/GoPro).

¶75: A steel-bodied variant to the original Pebble, the **Pebble Steel**, was announced at [CES 2014](https://en.wikipedia.org/wiki/CES_2014) and released in February 2014. It has a thinner body, tactile metal buttons, and a [Corning Gorilla Glass](https://en.wikipedia.org/wiki/Corning_Gorilla_Glass) screen. It comes in 2 variations: a black matte finish and a brushed stainless steel finish, with both a black leather band and a matching steel band.

¶76: In 2015, Pebble launched its second generation of smartwatches: the [Pebble Time](https://en.wikipedia.org/wiki/Pebble_Time) and Time Steel. The devices were similarly funded through Kickstarter, raising $20.3 million from over 75,000 backers and breaking records for the site. In 2016, Pebble shut down their subsequent Time 2 series watches and refunded Kickstarter backers, citing financial issues.[[4]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Pebble_%E2%80%93_Pebble%E2%80%99s_Next_Step-4)

¶77: On December 7, 2016, Pebble officially announced that the company would be shut down and would no longer manufacture or continue support for any devices, nor honor any existing warranties.[[4]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Pebble_%E2%80%93_Pebble%E2%80%99s_Next_Step-4) Pebble's intellectual property was purchased by [Fitbit](https://en.wikipedia.org/wiki/Fitbit), a [wearable technology](https://en.wikipedia.org/wiki/Wearable_technology) company specializing in fitness tracking, who also hired some of the Pebble staff. Further clarification on the transition timeline and efforts to render Pebble OS and its watchfaces/apps more self-sufficient was posted to the Pebble Dev Blog on December 14, 2016.[[18]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-18) Support for the Pebble app store, online forum, cloud development tool, voice recognition, and voice replies ceased in June 2018,[[19]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-19) although support for some online services was restored by the unofficial "Rebble" community.

¶78: **Contents**

* ¶79: [1History](https://en.wikipedia.org/wiki/Pebble_(watch)#History)
  + ¶80: [1.1Development](https://en.wikipedia.org/wiki/Pebble_(watch)#Development)
  + ¶81: [1.2Funding](https://en.wikipedia.org/wiki/Pebble_(watch)#Funding)
  + ¶82: [1.3Production](https://en.wikipedia.org/wiki/Pebble_(watch)#Production)
* ¶83: [2Features](https://en.wikipedia.org/wiki/Pebble_(watch)#Features)
  + ¶84: [2.1Hardware](https://en.wikipedia.org/wiki/Pebble_(watch)#Hardware)
  + ¶85: [2.2Software](https://en.wikipedia.org/wiki/Pebble_(watch)#Software)
    - ¶86: [2.2.1Pebble SDK](https://en.wikipedia.org/wiki/Pebble_(watch)#Pebble_SDK)
* ¶87: [3Reception](https://en.wikipedia.org/wiki/Pebble_(watch)#Reception)
* ¶88: [4Later generations](https://en.wikipedia.org/wiki/Pebble_(watch)#Later_generations)
  + ¶89: [4.1Pebble Time](https://en.wikipedia.org/wiki/Pebble_(watch)#Pebble_Time)
    - ¶90: [4.1.1Hardware](https://en.wikipedia.org/wiki/Pebble_(watch)#Hardware_2)
    - ¶91: [4.1.2Software](https://en.wikipedia.org/wiki/Pebble_(watch)#Software_2)
    - ¶92: [4.1.3Funding and records](https://en.wikipedia.org/wiki/Pebble_(watch)#Funding_and_records)
  + ¶93: [4.2Pebble 2](https://en.wikipedia.org/wiki/Pebble_(watch)#Pebble_2)
* ¶94: [5Closing of Pebble](https://en.wikipedia.org/wiki/Pebble_(watch)#Closing_of_Pebble)
  + ¶95: [5.1Rebble](https://en.wikipedia.org/wiki/Pebble_(watch)#Rebble)
* ¶96: [6See also](https://en.wikipedia.org/wiki/Pebble_(watch)#See_also)
* ¶97: [7References](https://en.wikipedia.org/wiki/Pebble_(watch)#References)
* ¶98: [8External links](https://en.wikipedia.org/wiki/Pebble_(watch)#External_links)

¶99: History

¶100: **Development**

¶101: The original Pebble Smartwatch was designed based on a concept by Eric Migicovsky describing a watch that could display messages from a smartphone and select Android devices. Migicovsky successfully took his idea through the [Y Combinator](https://en.wikipedia.org/wiki/Y_Combinator_(company)) business incubator program, and unusually for a [startup company](https://en.wikipedia.org/wiki/Startup_company) at Y Combinator, Migicovsky's business actually generated revenue during the program.[[20]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-bloomberg1-20) Migicovsky was able to raise US$375,000 from angel investors such as Tim Draper of [Draper Fisher Jurvetson](https://en.wikipedia.org/wiki/Draper_Fisher_Jurvetson), but was unable to raise additional funds.[[20]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-bloomberg1-20) Discussing his inability to raise further funds, Migicovsky told the *[Los Angeles Times](https://en.wikipedia.org/wiki/Los_Angeles_Times)*, "I wasn't extremely surprised... hardware is much harder to raise money for. We were hoping we could convince some people to our vision, but it didn't work out."[[21]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-latimes1-21)

¶102: **Funding**[[edit](https://en.wikipedia.org/w/index.php?title=Pebble_(watch)&action=edit&section=3)]

¶103: After raising [venture capital](https://en.wikipedia.org/wiki/Venture_capital) for the product under their former name, Allerta (which had already developed and sold the *inPulse* smartwatch for BlackBerry devices), the company failed to attract traditional investors under their new Pebble brand name,[[20]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-bloomberg1-20) so the company pursued crowd funding in April 2012.

¶104: Migicovsky's company, Pebble Technology, launched a Kickstarter campaign on April 11, 2012, with an initial fundraising target of $100,000. Backers spending $115 would receive a Pebble when they became available ($99 for the first 200),[[22]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Vancouver-22) effectively pre-ordering the $150 Pebble at a discounted price.[[21]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-latimes1-21) Within two hours of going live, the project had met its $100,000 goal, and within six days, the project had become the most funded project in the history of Kickstarter to that point, raising over $4.7 million with 30 days left in the campaign.[[21]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-latimes1-21)[[23]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Forbes-23)

¶105: On May 10, 2012, Pebble Technology announced they were limiting the number of pre-orders. On May 18, 2012, funding closed with $10,266,845 pledged by 68,929 people.[[24]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-24) At the time, the product held the world record for the most money raised for a Kickstarter project.[[25]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-25)

¶106: **Production**

¶107: Pebble worked with consulting firm Dragon Innovation to identify suppliers and manufacturers.[[2]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Bloomberg2-2) After overcoming manufacturability difficulties with the prototype design, Pebble started mass production with manufacturer Foxlink Group in January 2013 with an initial production of 15,000 watches per week. Shipping was originally expected to begin September 2012,[[26]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-26) but Pebble Technology encountered manufacturing difficulties and began shipping units on January 23, 2013.[[27]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-27) Pebble shipped 300,000 units by December 2013 during its first year of production,[[28]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-28) over 400,000 by March 2014,[[29]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Fortune-Mar20-29) 450,000 as of July 2014,[[30]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-30) 1 million by December 31, 2014[[31]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-31) and 2 million by December 7, 2017.[[4]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-Pebble_%E2%80%93_Pebble%E2%80%99s_Next_Step-4)

¶108: Features

¶109: **Hardware**

¶110: [](https://en.wikipedia.org/wiki/File:Pebble_watch_email_1.png)

¶111: Pebble can display notifications when, for example, one receives an email.

¶112: [](https://en.wikipedia.org/wiki/File:Pebble_watch_cycling_4.png)

¶113: A Pebble attached to a bike, displaying cycling speed, distance, and time.

¶114: [](https://en.wikipedia.org/wiki/File:Pebble_smartwatch_size.jpg)

¶115: Pebble smartwatch size compared to UK's 50p coin and standard silicone [wristband](https://en.wikipedia.org/wiki/Wristband).

¶116: The watch has a 32-millimetre (1.26 in) 144 × 168 pixel black and white memory LCD using an ultra low-power "[transflective](https://en.wikipedia.org/wiki/Transflective_liquid-crystal_display) [LCD](https://en.wikipedia.org/wiki/LCD)" manufactured by [Sharp](https://en.wikipedia.org/wiki/Sharp_Corporation); it contains a backlight, vibrating motor, [magnetometer](https://en.wikipedia.org/wiki/Magnetometer), ambient light sensors, and three-axis [accelerometer](https://en.wikipedia.org/wiki/Accelerometer).[[9]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-iFixit-9)[[32]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-:1-32)[[33]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-ks-u29-33)[[34]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-34)[[35]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-35) It can communicate with an [Android](https://en.wikipedia.org/wiki/Android_(operating_system)) or [iOS](https://en.wikipedia.org/wiki/IOS) device using both Bluetooth 2.1 and Bluetooth 4.0 ([Bluetooth Low Energy](https://en.wikipedia.org/wiki/Bluetooth_Low_Energy)) through Stonestreet One's Bluetopia+MFi software stack.[[36]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-36) Bluetooth 4.0 with low energy (LE) was not initially supported, but was later added through a firmware update in November 2013.[[37]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-37) The watch is charged through a modified [USB](https://en.wikipedia.org/wiki/USB)-cable that attaches magnetically to the watch to maintain water resistance capability,[[33]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-ks-u29-33) with a reported seven-day battery life.[[38]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-38) Water-resistance was added during development based on feedback from Kickstarter backers.[[39]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-39) The Pebble has a [waterproof rating](https://en.wikipedia.org/wiki/Water_Resistant_mark) of 5 [atm](https://en.wikipedia.org/wiki/Atmosphere_(unit)), which means it can be submerged down to 40 metres (130 ft), and has been tested in both fresh and salt water, allowing the user to shower, dive or swim while wearing the watch.[[40]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-PC_Magazine_Smartwatch_Review-40)

¶117: **Software**

¶118: As of February 2014, the Pebble app store contained over 1,000 applications.[[41]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-rww2014Feb-41) Applications included notification support for emails, calls, text messages and social media activity; stock prices; activity tracking (movement, sleep, estimates of calories burned); remote controls for smartphones, cameras and home appliances; turn-by-turn directions (using the GPS receiver in a smartphone or tablet); display of [RSS](https://en.wikipedia.org/wiki/RSS) or [JSON](https://en.wikipedia.org/wiki/JSON) feeds; and hundreds of custom watch faces.

¶119: The Pebble was originally slated to ship with its [apps](https://en.wikipedia.org/wiki/Mobile_app) pre-installed, including a [cycling](https://en.wikipedia.org/wiki/Cycling) app to measure speed, distance, and pace through GPS, and a golf [rangefinder](https://en.wikipedia.org/wiki/Rangefinder) app supporting more than 25,000 courses. These apps use data received from a connected phone for distance, speed and range information. More apps are downloadable via a mobile phone or tablet, and an [SDK](https://en.wikipedia.org/wiki/Software_development_kit) is freely available.[[42]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-42) Not all apps were pre-installed when the watch was originally shipped, but CEO Eric Migicovsky announced on January 9, 2013, that updates for the watch's operating system would be released every 2–3 weeks until all features were added.[[33]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-ks-u29-33)

¶120: Pebble integrates with any phone or tablet application that sends out native iOS[[43]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-43) or Android[[44]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-44) notifications including from any app, including text messaging and phone call apps.

¶121: The watch's firmware operating system is based on a [FreeRTOS](https://en.wikipedia.org/wiki/FreeRTOS) kernel and uses [Newlib](https://en.wikipedia.org/wiki/Newlib), the [STM32 Peripheral Lib](https://en.wikipedia.org/wiki/STM32#STM32), the [Ragel](https://en.wikipedia.org/wiki/Ragel) state machine compiler, and an unnamed UTF-8 Decoder.[[45]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-45)

¶122: Gadgetbridge[[46]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-46) is an alternative companion application for Android. It is open source, does not require account creation, and supports features such as notifications, music playback and watch application installation/removal.

¶123: [Linux](https://en.wikipedia.org/wiki/Linux) users can access the Pebble using libpebble's tools enabling experimental alpha level services with several Linux distros including the [Maemo OS](https://en.wikipedia.org/wiki/Maemo_OS) [Nokia N900](https://en.wikipedia.org/wiki/Nokia_N900). There is also a commercial app called Rockwatch for the [Meego](https://en.wikipedia.org/wiki/MeeGo) Linux OS [Nokia N9](https://en.wikipedia.org/wiki/Nokia_N9) that provides services including managing the Pebble's firmware and apps running on the watch.[[47]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-47)[[48]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-48)[[49]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-49)

¶124: **Pebble SDK**

¶125: Pebble Technology announced that an open Pebble [software development kit](https://en.wikipedia.org/wiki/Software_development_kit) (SDK) would be released before shipment of the watches began.[[50]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-50) A proof-of-concept watchface SDK and documentation were released on April 12, 2013.[[51]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-51)[[52]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-52) The released SDK was limited to development for watch faces, simple applications, and games. The second release of the SDK (renamed PebbleKit) was released on May 17, 2013, and added support for two-way communication between Pebbles and smartphones running iOS or Android via the AppMessage framework.

¶126: The 2.0 Pebble SDK, as of February 2015, included APIs to access bluetooth messaging, background workers, the accelerometer, the compass, and Javascript apps. Applications written with the second PebbleKit SDK were not backwards compatible with 1.x apps, and developers were required to port their apps to the second-gen firmware.[[53]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-53)

¶127: Reception

¶128: The original Pebble Smartwatch was released to mixed reviews. The design was acclaimed for being innovative.[[54]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-:0-54) CNET praised the design, readability, and water-resistance of the Pebble Steel, but criticized the limit of eight user-installed apps and the lack of a heart-rate monitor.[[55]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-55) Later watches in the Pebble series were**but lacking some features of competitors like the [Apple Watch](https://en.wikipedia.org/wiki/Apple_Watch).[[56]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-56)[[57]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-57)**

¶129: described similarly: as simple and effective Later generations

¶130: **Pebble Time**

¶131: *Main article: [Pebble Time](https://en.wikipedia.org/wiki/Pebble_Time)*

¶132: [](https://en.wikipedia.org/wiki/File:Pebble_Time_front.jpg)

¶133: Pebble Time

¶134: **On February 24, 2015, Pebble announced the Pebble Time, their second-generation Pebble smartwatch via its [Kickstarter](https://en.wikipedia.org/wiki/Kickstarter) campaign.**

¶135: The **Pebble Time Steel** is a [stainless steel](https://en.wikipedia.org/wiki/Stainless_steel) variant of the Pebble Time smartwatch, available in multiple finishes: silver, black or gold with either a leather or steel band.[[58]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-58) Pebble claims it has a 10-day battery life.

¶136: The **Pebble Time Round** is also made of [stainless steel](https://en.wikipedia.org/wiki/Stainless_steel) and 2.5d [gorilla glass](https://en.wikipedia.org/wiki/Gorilla_glass) with five finishes. Pebble claims it has a 2-day battery life, dramatically decreased because of the shape and size but still significantly longer-lasting than the [Apple Watch](https://en.wikipedia.org/wiki/Apple_Watch)'s 16-hour life.

¶137: **Hardware**¶138: Pebble's second generation comes with various improvements over its predecessors, such as a 64-colour e-paper display with Gorilla Glass[[59]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-59) a thinner and more ergonomic chassis, plastic casing and a microphone. The Pebble Time retains the seven-day battery life and water resistance found on the previous two Pebble watches. It has a 150mAh battery.

¶139: Alongside the Pebble Time Steel, Pebble announced its open hardware platform called "Smartstraps". This lets developers develop new third-party straps that connects to a special port at the back of the watch and can add new features like GPS, heart rate monitors, extended battery life and other things to the watch. This new platform prevents smartwatch bloat and making the watch bulky like most of its competitors' smartwatches.

¶140: **Software**

¶141: The Pebble Time also included a new interface designed around a timeline,[[60]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-60) which is similar to what is found in [Google Now](https://en.wikipedia.org/wiki/Google_Now) on [Android Wear](https://en.wikipedia.org/wiki/Android_Wear). In December 2015, all remaining Pebbles got a firmware update, enabling support for the timeline and removing the maximum of 8 apps-restriction, letting additional apps load directly from the connected phone. It is backwards compatible with all previous apps and watch faces.

¶142: Third parties have created apps for Pebble Time, such as [contactless payment](https://en.wikipedia.org/wiki/Contactless_payment) (tap to pay).[[61]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-61)

¶143: **Funding and records**

¶144: The Pebble Time retailed for $199.[[62]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-62) The project reached its Kickstarter funding goal of $500,000 in 17 minutes.[[63]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-63) The project took 49 minutes to reach $1 million, which is a Kickstarter record.[[64]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-64) The project raised $10.3 million in 48 hours, another Kickstarter record. On March 3, 2015, Pebble Time became the most funded Kickstarter ever with nearly $14 million funded, while having 24 days left in its campaign.[[65]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-65) At the end of the funding, March 27, 2015, Pebble Time received pledges of $20,338,986 from 78,471 backers.[[66]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-66)

¶145: **Pebble 2**

¶146: Pebble 2, the company's 3rd generation smartwatch, launched on [Kickstarter](https://en.wikipedia.org/wiki/Kickstarter) on May 24, 2016, with an offer period of 36 days at discounted introductory pricing, and shipment of the new models anticipated in the October–November 2016 timeframe.[[67]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-67) Among the new features was a heart rate monitor (On +HR models), microphone, and water resistance rated for 30 m (98 ft) depth, Which was 10m less than the original Pebble because of the Pebble 2's Microphone. Many new features were documented as part of the Kickstarter prospectus, while other technical specifications of the forthcoming products are not yet disclosed.

¶147: [](https://en.wikipedia.org/wiki/File:Pebble_2_Black.jpg)

¶148: Pebble 2

¶149: The Pebble 2 product line added a new device called the Pebble Core, "a tiny wearable computer with Android 5.0" featuring a 3G modem, GPS, and Spotify integration backed by an open development community.[[68]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-68) Pebble 2 was officially released in September 2016 with a new design and functions at $129.[[69]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-69) When Pebble sold parts of its company to [Fitbit](https://en.wikipedia.org/wiki/Fitbit) in late 2016, *Gizmodo* criticized the company for collecting $12.8 million in the product's Kickstarter and delaying shipments for half a year without being forthright with their supporters. Kickstarter backers who have not received the product were expected to receive refunds in 2017.[[70]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-70)

¶150: Closing of Pebble

¶151: On December 7, 2016, Pebble Technology filed for insolvency[[71]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-71) with Fitbit acquiring much of the company's assets and employees. The selling of Pebble brand to Fitbit was credited to [Charles River Ventures](https://en.wikipedia.org/wiki/Charles_River_Ventures) who invested $15 million in the company in 2013.[[72]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-72) The purchase excluded Pebble's hardware, as stated by Fitbit. The deal was focused on Pebble's software engineers and testers, and the acquisition of intellectual property such as the Pebble watch's operating system, watch apps, cloud services, and its patents.[[73]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-73)

¶152: Fitbit paid $23 million for Pebble's intellectual property,[[74]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-74) despite Pebble's debt and other obligations exceeding that.[[75]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-75) Fitbit did not take on Pebble's debt. The remainder of Pebble's assets, including product inventory and server equipment, was set to be sold off separately. Following the acquisition, Pebble's offices were closed and Fitbit held control over the use of the Pebble brand. The former Pebble engineers were relocated to Fitbit's offices in San Francisco. As a result, Pebble was forced to cancel shipments for its Pebble 2, Time 2, and Pebble Core smartwatches, refunding Kickstarter backers.[[76]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-76)[[77]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-77)

¶153: **Rebble**[[edit](https://en.wikipedia.org/w/index.php?title=Pebble_(watch)&action=edit&section=17)]

¶154: An unofficial developer group called Rebble was created to extend support for the Pebble watches' online services that were discontinued on June 30, 2018. Pebble users and enthusiasts created the Rebble.io website in December 2016 following the announcement of Pebble's shutdown.[[78]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-78) Users can switch their devices from the original Pebble web services to the Rebble Web Services to restore some of the lost features; some features require a US$3 monthly subscription to cover the costs.[[79]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-79)[[80]](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_note-80)

¶155: See also[[edit](https://en.wikipedia.org/w/index.php?title=Pebble_(watch)&action=edit&section=18)]

* ¶156: [Pebble Time](https://en.wikipedia.org/wiki/Pebble_Time)
* ¶157: [Wearable computer](https://en.wikipedia.org/wiki/Wearable_computer)

¶158: References[[edit](https://en.wikipedia.org/w/index.php?title=Pebble_(watch)&action=edit&section=19)]

* 1. ¶159: **[^](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-1)** *["Business Entity Detail"](https://web.archive.org/web/20150315010639/http:/kepler.sos.ca.gov/). California Secretary of State. April 4, 2012. Archived from [the original](http://kepler.sos.ca.gov/) on March 15, 2015. Retrieved May 21, 2014. Entity number C3456720*
  2. ¶160: ^ [Jump up to:](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-Bloomberg2_2-0)***[a](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-Bloomberg2_2-0)*** ***[b](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-Bloomberg2_2-1)*** *Milian, Mark (September 16, 2013). ["The Sticky Situation That Delayed the Pebble Smartwatch"](https://www.bloomberg.com/news/2013-09-16/the-sticky-situation-that-delayed-the-pebble-smartwatch.html). Bloomberg L.P. [Archived](https://web.archive.org/web/20170502033058/https:/www.bloomberg.com/news/2013-09-16/the-sticky-situation-that-delayed-the-pebble-smartwatch.html) from the original on May 2, 2017. Migicovsky signed an agreement with Taiwan-based Foxlink Group to assemble the Pebble! watches in a plant near the southern Chinese city of Shenzhen.*
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  5. ¶163: ^ [Jump up to:](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-new.livestream.com_5-0)***[a](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-new.livestream.com_5-0)*** ***[b](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-new.livestream.com_5-1)*** *["Pebble smart watch review – hands on"](http://www.expertreviews.co.uk/general/1297036/pebble-smart-watch-review-hands-on). Expert Reviews. [Archived](https://web.archive.org/web/20130815004431/http:/www.expertreviews.co.uk/general/1297036/pebble-smart-watch-review-hands-on) from the original on August 15, 2013. Retrieved September 5, 2013.*
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  9. ¶167: ^ [Jump up to:](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-iFixit_9-0)***[a](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-iFixit_9-0)*** ***[b](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-iFixit_9-1)*** *["Pebble Teardown"](https://www.ifixit.com/Teardown/Pebble+Teardown/13319). [iFixit](https://en.wikipedia.org/wiki/IFixit). March 12, 2013. [Archived](https://web.archive.org/web/20130315150154/http:/www.ifixit.com/Teardown/Pebble+Teardown/13319/) from the original on March 15, 2013. Retrieved March 19, 2013.*
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  78. ¶236: **[^](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-78)** *Wodinsky, Shoshana (June 15, 2018). ["Pebble smartwatches could be kept alive by an unofficial developer group called Rebble"](https://www.theverge.com/2018/6/15/17467740/pebble-smartwatch-rebble-fitbit). The Verge. Retrieved July 4, 2018.*
  79. ¶237: **[^](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-79)** *["Rebble is exactly what you need if you don't want your Pebble watch to die"](https://www.digitaltrends.com/mobile/rebble-web-services-for-pebble-smartwatch-news/). Digital Trends. June 15, 2018. Retrieved July 4, 2018.*

1. ¶238: **[^](https://en.wikipedia.org/wiki/Pebble_(watch)#cite_ref-80)** *["Rebble · Ushering in the Rebble Era!"](http://rebble.io/2018/07/01/rebble-era.html). rebble.io. July 1, 2018. Retrieved July 4, 2018.*