

Heron's Study on Smart Watches

01. Toq (Qualcomm)

A. Sales Point

- Qualcomm® Mirasol™ color touchscreen display (screen is visible even in bright sunlight)
- Always on for multi-days

B. Specs

Platform

- Android / Bluetooth

Input Method

- Home/Lock touch sensor
- Clock Face slider
- Touch screen
- Light touch sensor

Application

- Applets (no custom applications)

Price

- \$350

Other

- Charger Stand
- Color E-Ink style display

C. News (Success or Failure Stories) / Product Events (Timeline)

- 2013.09: Release (was competing with Samsung Galaxy Gear)

D. Own Ideas

- Terrible watchband design
- [CNET - Qualcomm Toq smartwatch: Mirasol display, long battery life, expensive \(hands-on\)](#)

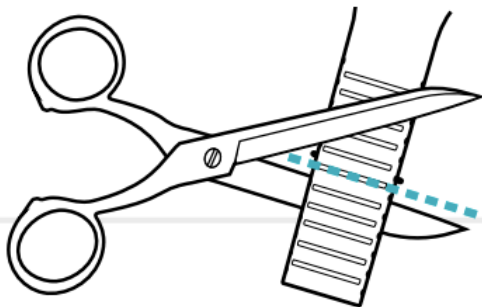
E. Photos



Figure 1: Toq

STEP
5

Using scissors, carefully cut the strap along the marked surface groove that is next to the spring bar pin on the free end side of the strap. Discard the piece that's been cut off.



Note: Use caution when cutting the strap to avoid making it too short to fit your wrist comfortably.

Figure 2: Toq - Watchband

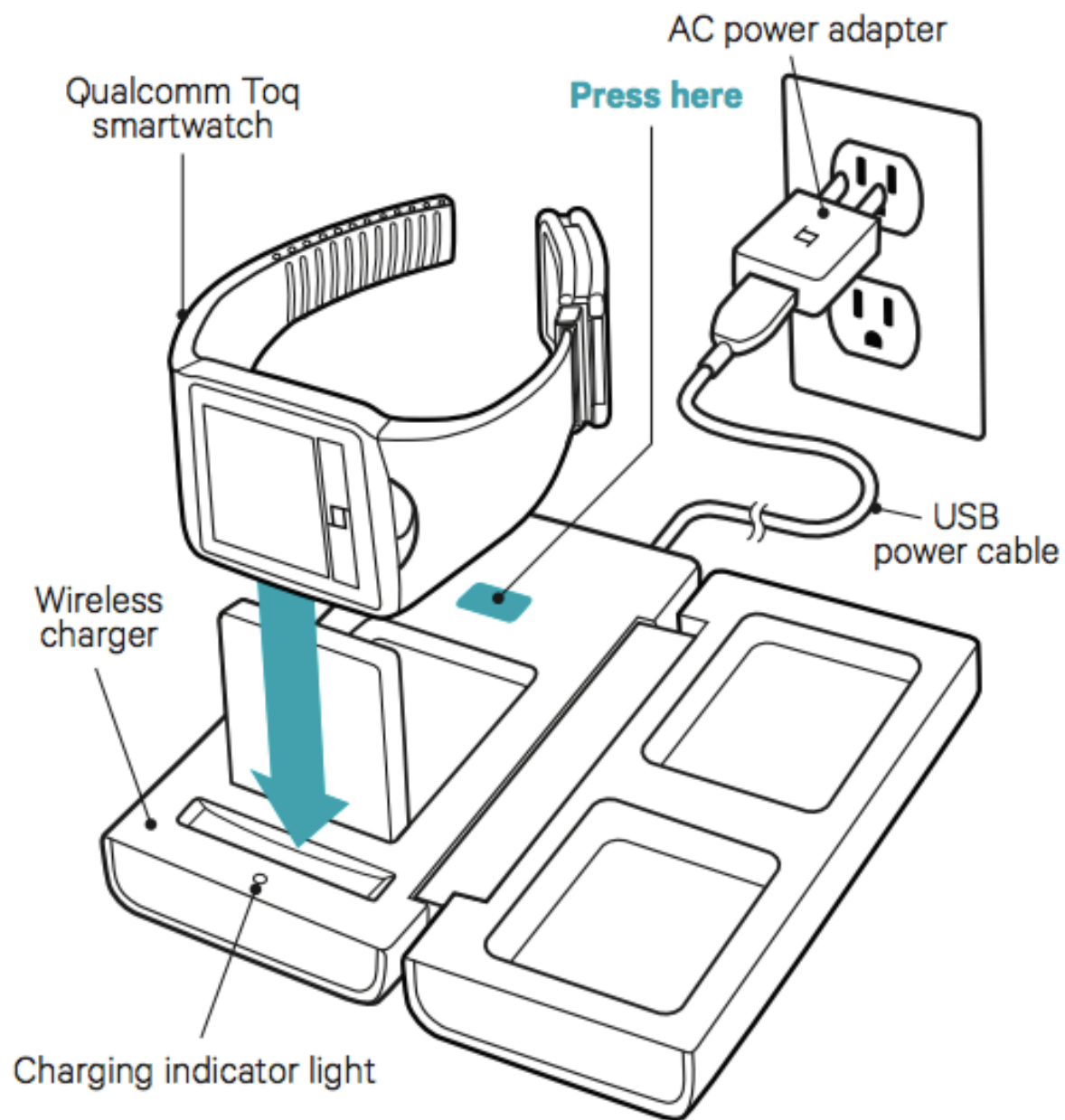


Figure 3: Toq - Charger