

A close-up, profile photograph of a man with dark hair and a beard, wearing a pair of Google Glass. He is looking upwards and to his right. The background is a solid light blue.

Future of Wearable Tech

Alejandro Rioja

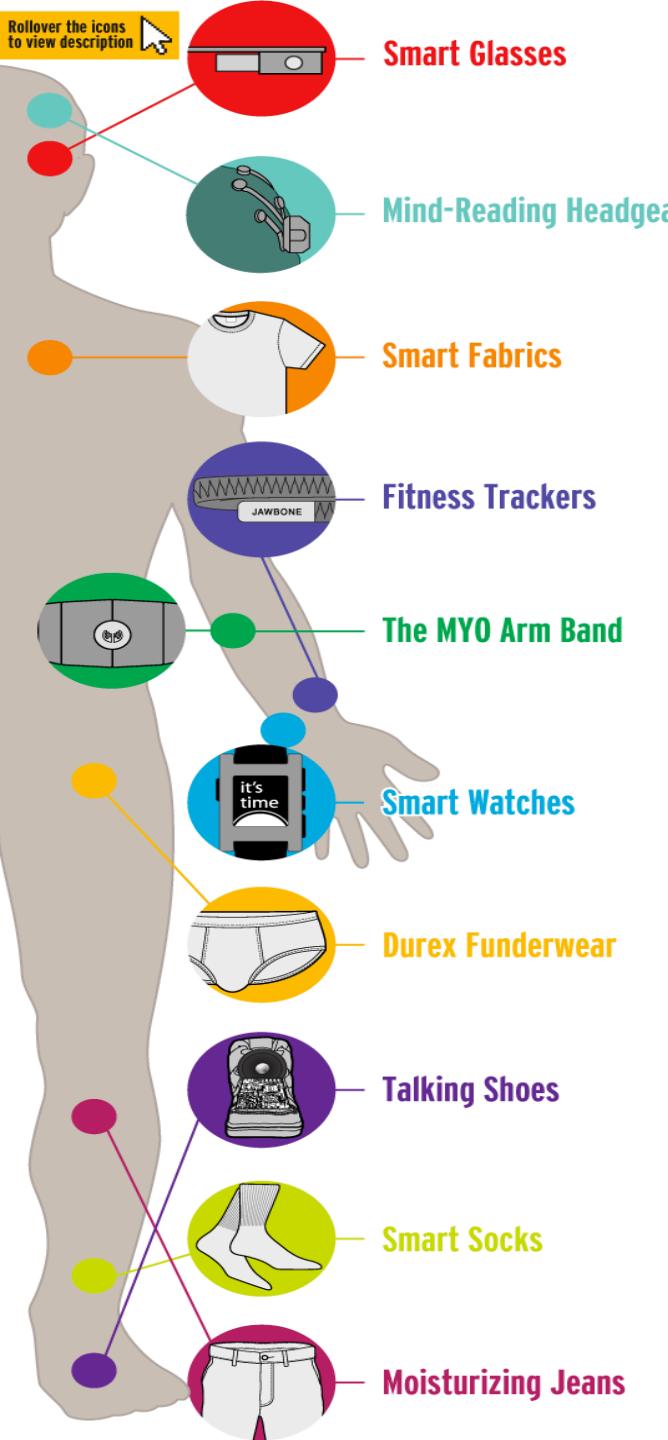
What is wearable tech?





HEAD FLAT

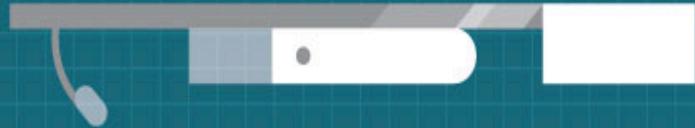




Sensors

- Motion trackers
- Speech Recognition
- Image Recognition
- Gestures
- Temperature, Skin Sensor

Options in the market





SALES OF OVER

\$4.8BN



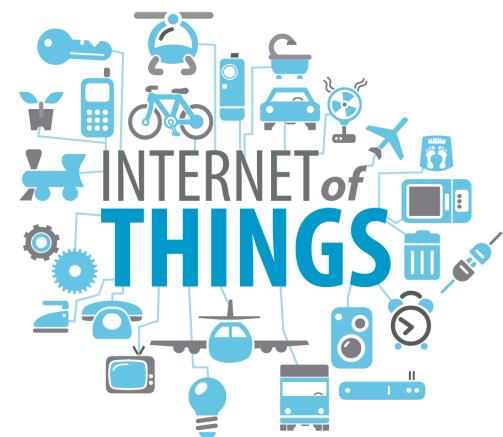
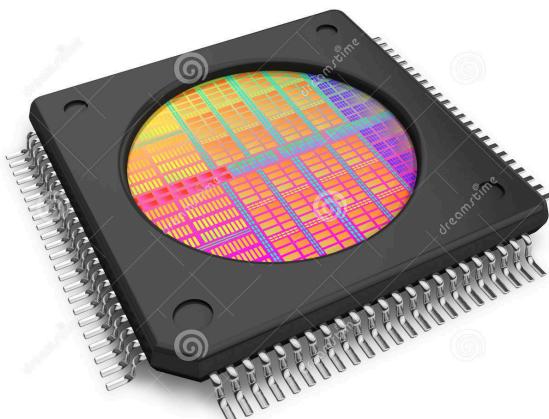
IN THE PAST YEAR

CREDIT-SUISSE PREDICTS
WEARABLES TO GENERATE

\$30-50
BILLION
BY 2020

IN VALUE

FORCES DRIVING THE GROWTH OF WEARABLES



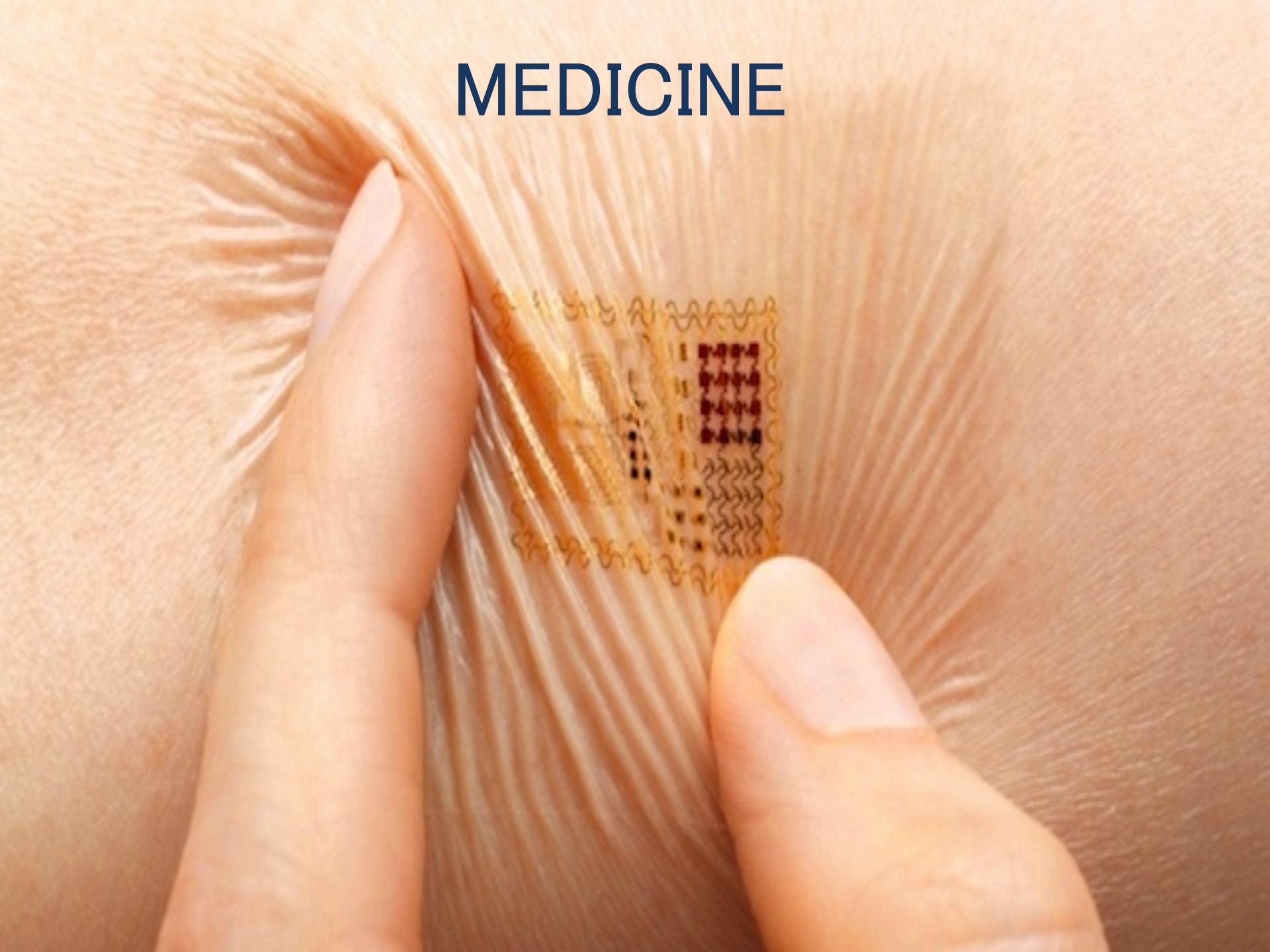
3 BIG AREAS OF GROWTH

**FITNESS,
WELLNESS &
HEALTH**

SMART CLOTHES



MEDICINE





Even
reaching to
animals

**ENTERTAINMENT
&
FASHION**

Next big wave (already here)



SMARTWATCHES

Disney MyMagic+





#TWEETTHEDRESS

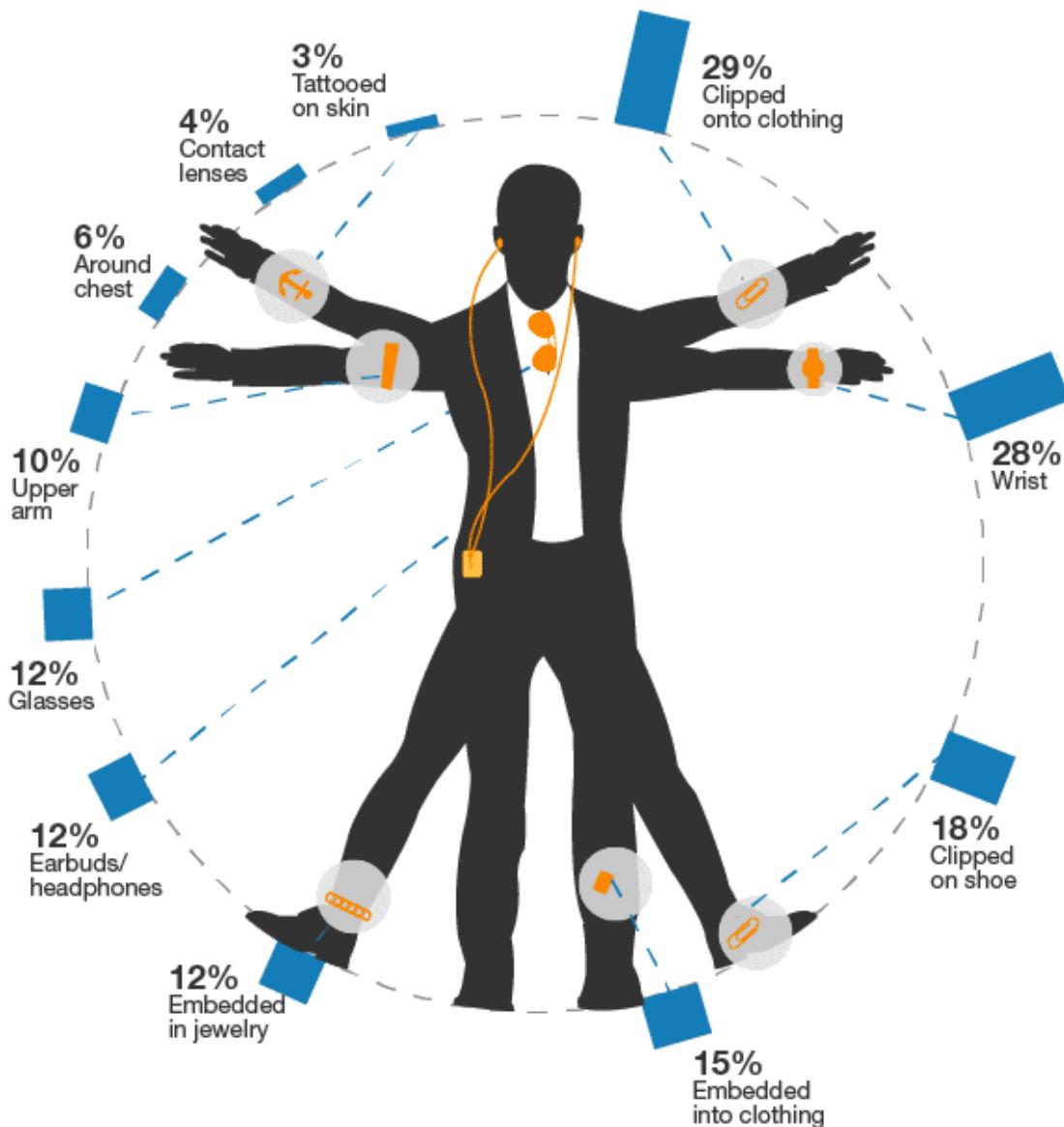
MILITARY

Outside and
inside the body



SURVEY

"How would you be interested in wearing/using a sensor device, assuming it was from a brand you trust, offering a service that interests you?"



Base: 4,657 US online adults (18+)
(multiple responses accepted)

Source: North American Technographics® Consumer Technology Survey, 2013

97141

Source: Forrester Research, Inc.

RECAP

- **Prices will continue to drop**
- Increased **functionality**
- **Power**
- **More information** stored in the cloud. -> Privacy concerns
- Perhaps **too much info.**
-> Theft, Hacking



THANKS

