

# SMARTWATCHES

Christian DiRusso, Julianna Fiorillo, Connor Hause, Matthew Rushton

# History

- 1982** - Pulsar: could store 24 digits of memory and was able to connect to printers
- 1990** - Seiko Receptor: doubled as a pager
- 1994** - Timex Datalink: can wirelessly connect to a PC
- 1999** - Samsung introduces the first watch phone with an antenna, LCD screen, 90 minutes talk time
- 2000** - IBM introduces a watch with a calendar, Bluetooth compatibility, and flash memory for \$399
- 2003** - Fossil releases a watch that ran Palm OS.



# History



**2004** - Microsoft releases watch with SPOT technology to integrate the software with everyday activities

**2010** - Sony releases the Live View which was an external bluetooth display for Androids

**2013** - “The Year of the Smartwatch” Apple, BlackBerry, Google, LG, Microsoft, Samsung, Sony all actively involved in smartwatch development.



# Modern-Day Features

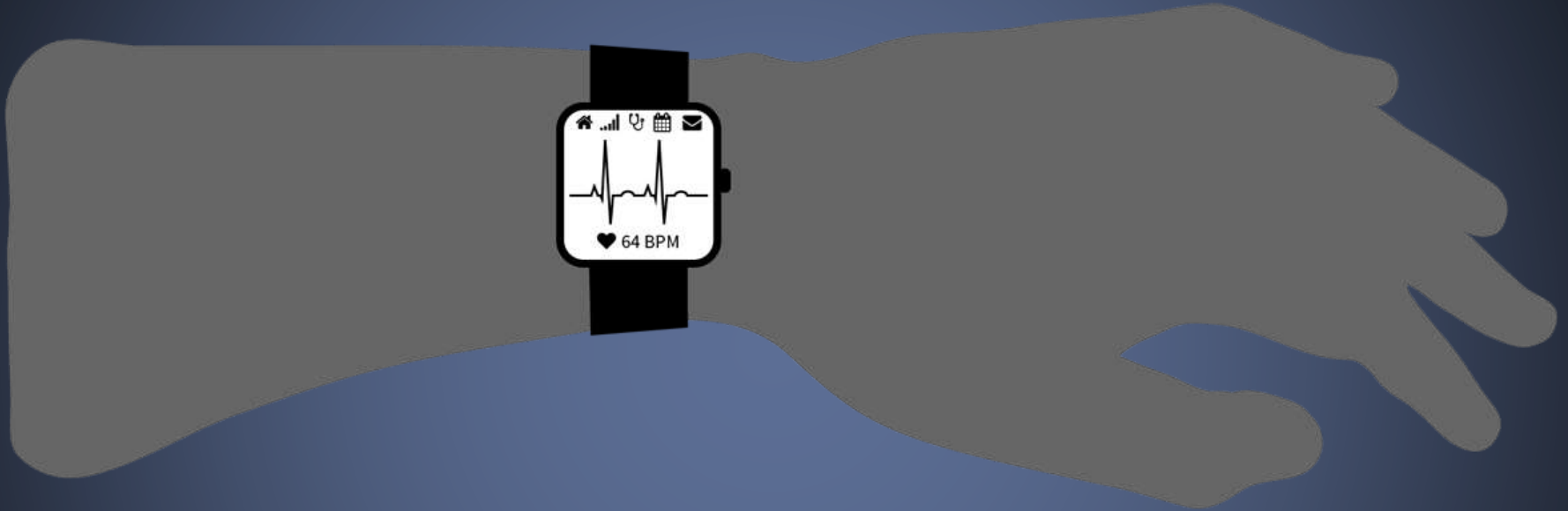
## Pairing

Many watches can be paired to smartphones to take calls, send texts. Watches often rely on smartphones for full functionality





# Modern-Day Features



## Fitness

Line between smartwatches and fitness trackers is blurring as heart rate monitor, GPS, athletic band features are becoming more common.

# Modern-Day Features



## Interface

Touch interface dominant, easier to navigate. Many use a combination of touch and buttons

## Display

Either E-ink or Color: E-Ink display saves battery with 5 days of battery life; Color only lasts 1-2 days



# android wear

- Smartwatches featuring Google's Android OS
- Google Now voice assistant and Play Store integrated
- Launched in March 2014, has since sold roughly 1 million units
- Compatible with all Android smartphones devices regardless of manufacturer
- Popular watches include the LG's G Watch and Motorola's Moto 360





# Apple WATCH

- Announced in September 2014, releasing April 2015
- iOS, Siri, Apple Pay integrated
- Functions as a remote for Apple TV, viewfinder for the iPhone's camera, walkie-talkie
- Numerous health tracking features
- Expected to provide a strong boost to smartwatch sales



# Today's marketplace

## Pricing

Simpler smartwatches (original Pebble, LG G Watch) cost around \$100. Higher end watches, like the Gear S, can cost upwards of \$400. Apple Watch will be \$350

## Specification

Audiences for smartwatches are commonly targeted. Many are designed for specific athletic purposes to track miles, laps, and heart rates (Fitbit) Ex - the TAG Heuer Aquaracer for sailors in the 2013 America's Cup.



# Marketing

- Pairing, health features are the main selling point of smartwatches today
- However, physical size of smartwatches is often large, bulky.
- Design is often not perceived as fashionable and has hence not disrupted traditional watch markets
- Battery life can be an issue. As more functions are added to smartwatches, battery life decreases.
- Demand and success are hard to predict (similar to netbooks or Google Glass), making development difficult



# Discussion

- Do you see watches as a way to tell time or more of a fashion accessory?
- Would you buy a smartwatch? Why or why not?
- How do you think Apple will impact the smartwatch industry?
- Do you think smartwatches have the potential to ever replace the standard wristwatch?