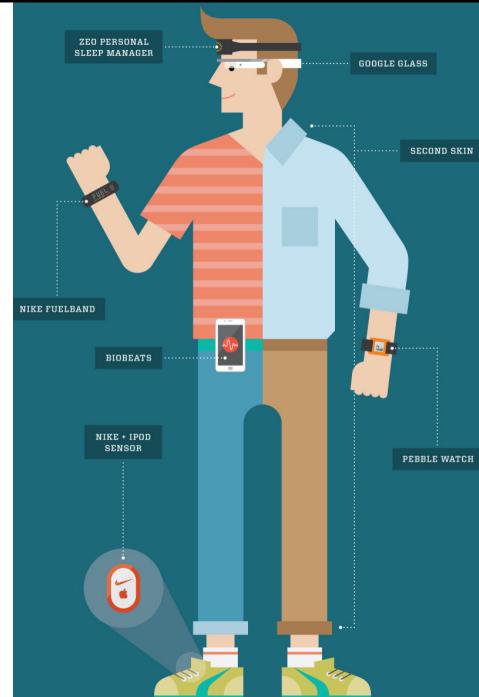


# Era of Wearables

- Measure
- Monitor
- Interact
- Inform



## A BRIEF HISTORY OF WEARABLE TECHNOLOGY

### INNOVATIONS



2000  
 **First Bluetooth Headset Shipped**

2001  
 **Apple iPod**

2003  
 **Vitatron C-series**  
The world's first fully digital heart rate monitor

2004  
 **Motorola RAZR**  
Sells more than 100 million units, becoming the best-selling clamshell phone in the world to date

2004  
 **GoPro Camera**  
Creates the first personal camera that is wearable and mountable

2006  
 **Nike+iPod Kit**  
The device measures and records the distance and pace of a walk or run

2007  
 **Apple iPhone**

2008  
 **Fitbit**  
Designed to be clipped onto clothing, it tracks steps taken, distance traveled, calories burned, activity intensity, and sleep

2011  
 **Jawbone Up**

2012  
 **Nike FuelBand**

2012  
 **Pebble Watch**  
Received more than \$10 million in pledges on Kickstarter

2013  
 **Nissan Nismo Smartwatch**  
Connects to a sports car to provide data on its performance in real-time

2013  
 **Misfit Shine**

2013  
 **Google Glass**  
Head-mounted display that presents smartphone-like information hands-free

2013  
 **Samsung Galaxy Gear**  
Samsung announces their first foray into wearables and the success of their Galaxy mobile phone



## Measure - Quantified Self

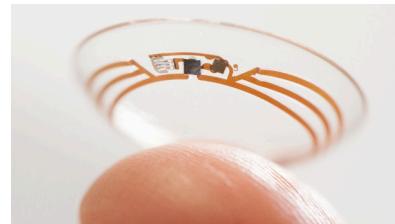
- Health & Fitness



**" Every Breath You Take, Every Move You Make, I'll Be Watching You " - Your Dearest SmartPhone**

## Monitor

- Health & Wellness



## Interact



## Inform - SmartWatch



Smartphones have become so Smart, that now you need a Watch to keep a Watch on them

