

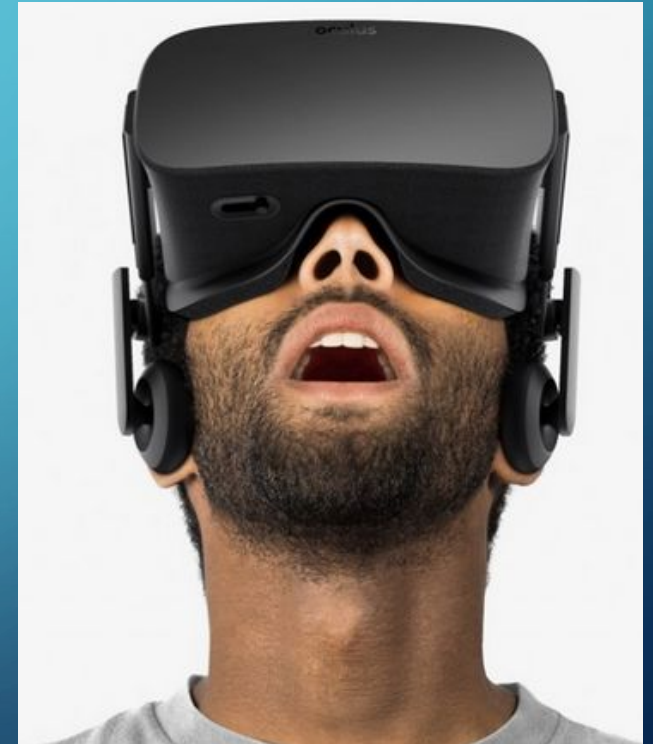
A decorative graphic on the left side of the slide, consisting of a network of light blue lines and small circles, resembling a circuit board or a stylized tree structure, extending from the top to the bottom of the frame.

SMART DEVICES & TECHNOLOGY

A REVIEW OF THE TOP WEARABLE TENDS FOR 2016

TOP 10 FOR 2016: 1. VIRTUAL REALITY (VR) OCCULUS RIFT ETC

Virtual reality (VR): Computer technologies that use software to generate realistic images, sounds and other sensations that replicate a real environment (or create an imaginary setting), and simulate a user's physical presence in this environment, by enabling the user to interact with this space and any objects depicted therein using specialized display sensor projectors and other devices.



TOP 10 FOR 2016: 2. FITNESS TRACKERS

Fitness Trackers: e.g. FitBit etc

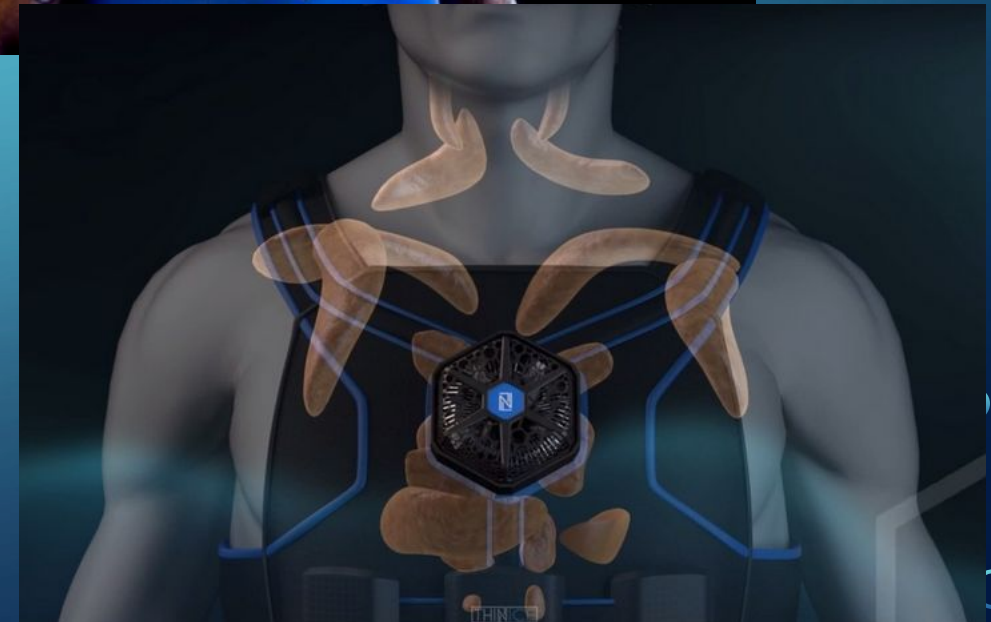
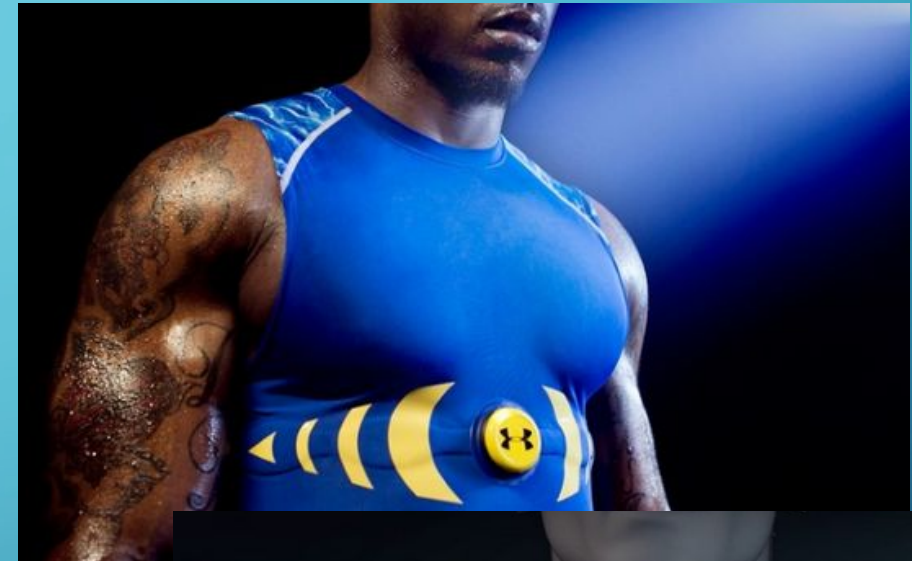
- Fitness bands comprised 85 percent of the wearables market from June to September 2016, Smartwatches however, fell in popularity during the same time period.

Fitbit took first place on the list of popular wearables brands, followed by Chinese manufacturer Xiaomi, Garmin, Apple and Samsung.



TOP 10 FOR 2016: 3. SMART SPORTS CLOTHING

- **Much more than strapping gadgets to our wrists, faces, ears and feet, smart clothing can constantly track our heart rate, monitor our emotions and even pay for our Starbucks. All without grabbing a phone or even tapping a smartwatch screen. e.g. Thin Ice smart vest cools your body down to burn fat**



TOP 10 FOR 2016: 4. WOMEN'S WEARABLES



- 2016 will be the year that women get wearable. Why? Because companies are actually starting to cater for them in both style and size.
- The [Moto 360 2](#), the Apple Watch, the [Pebble Time Round](#) have clued up to it, plus there's the growing availability of the smart jewellery, smart clothing products and the [quantified fertility sensors](#).

TOP 10 FOR 2016: 5. STRESS DETECTION



- What can fitness trackers record after steps and sleep? Well, 2016 will see your Fitbit keeping tabs on your stress levels as well as your activity.
- A trend towards clever coaching platforms piecing together our different biometrics - our sleep patterns, our heart-rate, even our galvanic skin response - and send users both warnings of stress levels and ways that, perhaps, we can try to reduce them.

TOP 10 FOR 2016: 6. FITBIT DOMINATION

- biggest selling wearable in 2015
- Three developments to keep it on top:
 - more advanced sensors to pick up the likes of stress and blood pressure,
 - more insights from data for more specific coaching advice and,
 - perhaps key, where other makers will struggle to match Fitbit, is bigger and better partnerships with fashion brands.



TOP 10 FOR 2016: 7. WEARABLE PAYMENTS



- wearable payments are set to become the norm in 2016.
- A few million Apple Watches, Samsung Pay, Apple Pay, bPay, plus MasterCard backing products mean that there are going to be more ways to pay, and more securely than ever.

TOP 10 FOR 2016: 8. AUGMENTED REALITY



- **augmented reality** blurs the line between what's real and what's computer-generated by enhancing what we see, hear, feel and smell.
- brands and retailers e.g. IKEA can have the capability to personalize their customer's shopping experience by embedding AR product visualization into their websites.

TOP 10 FOR 2016: 9. SMART WATCHES



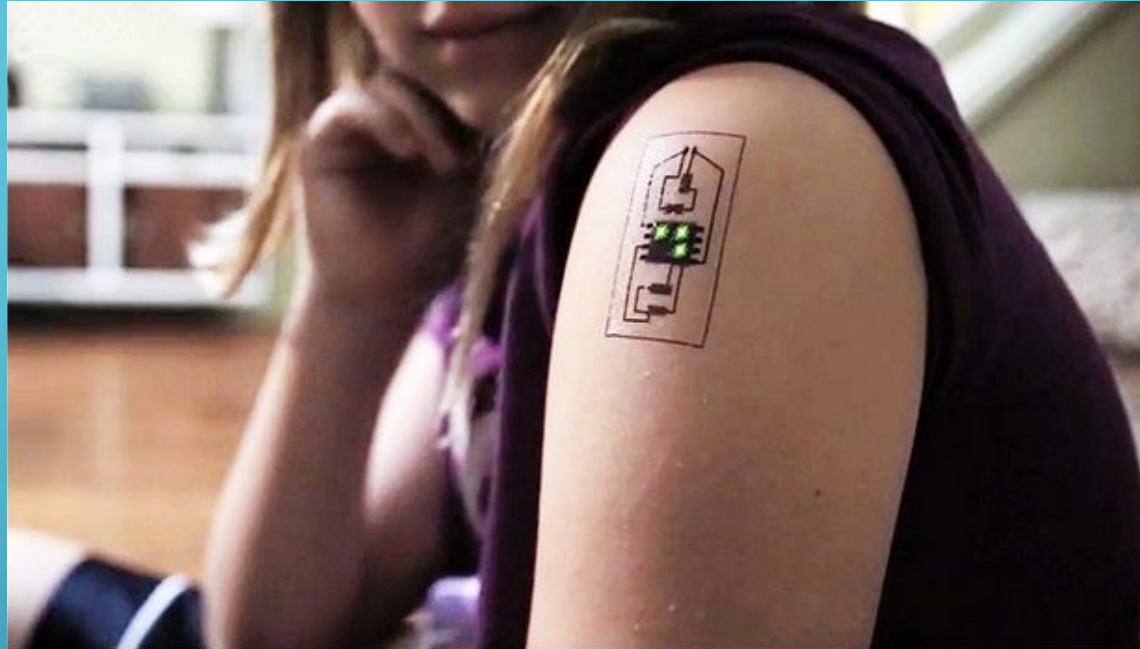
- With the Series 2 Apple has shifted the focus to health and fitness, adding GPS to the mix for accurate run tracking without needing to carry your iPhone around. The Series 2 is also waterproof and offers an array of swim tracking and metrics. Apple has also introduced a new Breathe app to help you relax. The objective is clear: Apple is making a big play for sports watch owners.

TOP 10 FOR 2016: 10. PET TRACKER



- Part pet tracker, part insurance company; Nuzzle is the GPS collar that goes the extra mile when it comes to looking after your furry friends. Activity monitoring and GPS mapping feature alongside data on favourite walks and wellness stats in the companion app. Fetch.

TOP 10 FOR 2016: 11. INVISIBLES



- there are tech tattoos in development which might only need power from your movement or the current across your skin. And what they could learn from your sweat, we're sure to find out. You might be wearing an invisible in 2016 but, then, we'll never know.

TOP 10 FOR 2016: 12. HEARABLES



- Ears are perfect for biometric measurements and a natural home for all those virtual assistants from the likes of Google, Amazon and Apple. Microsoft is working on a hearable called Clip.

TOP 10 FOR 2016: 13. LIFE-SAVING WEARABLES



- Wearables' unique position on the body make them more personal than ever before, and offer the chance for them to become real life savers.

Crowdfunded Athena smashed its goal thanks to its promise to protect women via an alarm and GPS alerts. Cheaper sensors also help tech companies build for the developing world. From storing medical records or even warning people about floods and earthquakes, wearables are set to make a difference in 2016.

TOP 10 FOR 2016: 14. SWIMMING WEARABLES



- Xmetrics is the hottest swimming wearable designed for pros and enthusiasts, it sits on the back of your head to minimise drag and measures a broader set of bio-mechanics than any other swimming wearable. Between kick-turn times, breath counts, stroke efficiency - plus all the usuals - all fed back to you in real time audio; it's a far more detailed and complete platform than anyone's made before. It should sell big..