



WEARABLES WEEKLY: APRIL 20-24, 2015



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Acer Launches Three New Wearables: Liquid Leap, Curve, and Fit

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On Friday, Acer announced three new wearables: Liquid Leap Active, Liquid Leap Curve, and Liquid Leap Fit. The Liquid Leap Active is considered the lower-end version of the Liquid Leap Fit, while the Liquid Leap Curve is viewed as a fashion accessory. Two of the wearables (Curve and Fit) measure stress along with heart rate and steps. Stress is measured through a skin response detector embedded in the wearable. The devices are waterproof and include interchangeable bands for customization. Pricing and availability information are unavailable (likely late spring or early summer), though Acer normally sells its devices initially in Asian and European markets. The devices are compatible with Android, iOS, and Windows Phone devices.



Apple Watch Shipped in Nine Countries

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While the Apple Watch went on pre-order in nine countries (Australia, Canada, China, France, Germany, Hong Kong, Japan, the US, and the UK) earlier this month, the first batch of smartwatches were shipped last Friday. Apple has not confirmed the number of smartwatches that were shipped, though external predictions range from 3 million to 20 million pre-orders. A number of the more expensive models have been delayed until June.



Under Armour Adds 10 Million New Users to Fitness Applications Since February

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In November 2013, Under Armour purchased MapMyFitness for \$150 million. The company later spent \$560 million to buy MyFitnessPal and Endomondo. Since February, Under Armour has added 10 million unique users to its platform to total 130 million registered users. In the first quarter of 2014, the company had an average of 130,000 people per day downloading their fitness applications. Despite these successes, Under Armour continues to lag behind its rival, Nike. NikeFuel, Nike's measurement for tracking fitness activity, continues to have a larger user base, and Nike's clothes are more recognizable than Under Armour's apparel.

Xiaomi Releases New Smartphone: Mi 4i

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The third largest smartphone maker after Apple and Samsung, Xiaomi, released a new smartphone – the Mi 4i – on Wednesday in India. More than 10,000 Indians applied for 1,600 tickets to watch Xiaomi’s executives show off the Mi 4i. The smartphone includes camera features to predict individual age as well as removes wrinkles and lightens skin tones using filters. Sales of the Mi 4i began in India on Thursday, and will commence in Hong Kong, Taiwan, Singapore, Malaysia, and Indonesia in May at a price point of \$200. It is expected Xiaomi’s revenue from mobile services (games, payment applications) will more than triple this year to nearly \$1 billion with overall revenue at \$16 billion. The company was founded five years ago.



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Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at
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