



## **Wearables Weekly**

Compiled by Sarah Kunkle and Gillian Christie

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## A Friendly Reminder:

There are 67 days remaining to provide feedback on the **Vitality Institute's**  
[Guidelines for Personalized Health Technology](#)

Submit your comments [here](#) or email Gillian Christie at [gchristie@thevitalitygroup.com](mailto:gchristie@thevitalitygroup.com)

## Adidas Buys Austrian Fitness App Runtastic for \$240 Million

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Following in the footsteps of Under Armour's acquisition of MapMyFitness and MyFitnessPal, Adidas has acquired fitness app and device company Runtastic for \$240 million. Adidas and Runtastic hope to "build a unique product portfolio and unparalleled customer journey for existing community members and future users." There is currently some friction between Under Armour and Adidas: Last year, Under Armour surpassed Adidas to become the second largest sports apparel company in the US and Notre Dame ended its 17-year relationship with Adidas to sign a 10-year deal with Under Armour. Adidas then sued Under Armour for patent infringement in a still-ongoing suit.



## Fitbit's Earnings Since IPO = \$400M in Revenue and 4.5M Wearables Sold in Q2

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Fitbit's first quarterly earnings since its June IPO have surpassed analyst expectations. The company reported earnings of 21 cents per share and revenue of \$400 million for the second quarter ending in June, while analysts had expected earnings of just 8 cents and revenues of \$139 million. These strong results are likely in part due to partnerships the company has formed to distribute Fitbit products as part of employee wellness programs. Fitbit says it has entered into such agreements with Geico, Sutter Health, Transunion, Quicken Loans, and several financial institutions, and that it has signed up 50 of the Fortune 500 companies to buy Fitbit devices for wellness programs. Fitbit currently controls more than 60 percent of the market share for fitness trackers. It identifies its chief competitors as Adidas, Garmin, Jawbone, Misfit, and Under Armour.

## Making Activity Trackers More Fashion Forward

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More than 70 million wearable devices are expected to be shipped in 2015. Despite a growing market, there is a 30 percent return rate and a 50 percent abandonment rate for wearables. One of the top reasons people give up on these devices is: "Because they are ugly." Recognizing the disconnect between pretty and practical as a legitimate business concern, top manufacturers are moving to make their products more fashion forward. Misfit has partnered with Swarovski to create the Misfit Swarovski Shine, Fitbit has partnered with the designer Tory Burch on a line of bracelets and pendants, and the Withings Activité fitness tracker doubles as an elegant sapphire-glass watch. Should fashion be a priority when it comes to fitness and health trackers?

## A Designer's Guide to Wearables

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Wearables have arrived, but with their arrival comes a slew of design challenges. Fjord, a design and innovation consultancy, offers five principles that should guide the wearable revolution. The design recommendations include: strike a balance between public and personal, keep it glanceable and simple, leverage non-visual user interfaces (including gesture recognition, tapping patterns, health data and vibrational communication), beware of the data avalanche, and mind the gaps in connectivity.

## IBM Watson Wants Your Health Data

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CVS is joining Apple, Johnson & Johnson, Medtronic, among others, in tapping IBM's Watson cognitive computing technology to develop proactive, customized health solutions for its customers. According to a CVS spokesperson, the ultimate goals are to identify signals of disease progression in order to intervene in a more timely fashion, prevent poor outcomes, and improve patient health while simultaneously reducing healthcare costs. The company anticipates that the first version of the platform will be available in early 2016.

## Other Health Technology Headlines:

[UnitedHealthcare invests millions in mobile health apps](#)

[Scientists tested 30 Apple iPhone fitness apps for the quality of their workouts](#)

[Wearables that can read your mind and mood](#)

[Stanford grad students design new tools for learning about nutrition, feelings](#)

[Heart patient: Apple Watch got me in and out of hospital fast](#)

[New luxury watch lets you attach an Apple Watch](#)

[Home-based mobile system boosts med adherence](#)

[Got Sleep Problems? Try Tracking Your Rest with Radar](#)

[TechRadar survey shows rise of the machines is not there yet](#)

[Disruption in healthcare could be costly](#)

**We would be interested to receive your comments on our Weekly Wearables Newsletter!  
Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at  
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