



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

August 17 – 21, 2015

A Friendly Reminder:

There are 52 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

Apple's Fitness Lead Discusses the Watch

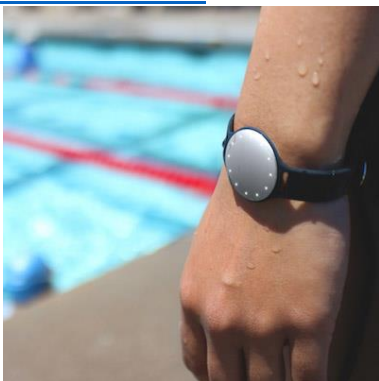
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In a rare interview, Jay Blahnik, Apple's director of fitness for health technologies, discussed the new Watch. Blahnik noted that in designing the Watch, a superior recommendation always came down to "Sit less, move more, and get some exercise." This became the foundation of Activity, the Watch's fitness tracker application. Blahnik contends that the Watch's "three ring" user interface (that prompts users to move and stand) is indeed operating as a motivator, with users becoming interested in closing the rings each day. Analysts believe that Apple has sold more than 3 million watches, captured approximately 75% of the smartwatch market, and generated \$1 billion in revenue.



Misfit and Speedo Announce Swim Tracking Device

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Misfit has announced a partnership with swimwear manufacturer, Speedo, to develop a new activity tracking device that monitors swimming. The device – the Speedo Shine – tracks lap count for a variety of stroke types. The device syncs with the Misfit mobile application, which shows the number of laps, swim distance, calories burned, and points earned, along with data on walking, running, cycling, and sleep. Misfit is also considering advanced swim features as an upgrade to future versions of the device. The device will cost \$79.99 (which is \$10 more than the Misfit Shine activity tracker), and will be available at Apple brick-and-mortar and online stores, Misfit.com and SpeedoUSA.com starting on September 1.

Sony Releases SmartBand2

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Sony announced a new SmartBand2 device that tracks a variety of metrics including steps, heart rate, and stress levels. The mobile application can also pause music, set an alarm clock, and disable notifications. The device has the same features as those included in the Fitbit Charge HR or Polar Loop 2, though unfortunately the battery lasts for only two days. The SonyBand2 will be available in September 2015 for \$130.



Other Health Technology Headlines

[American Heart Association takes the lead in digital health with scientific review and recommendations](#)
[“You Get Reminded You’re a Sick Person”: Personal Data Tracking and Patients With Multiple Chronic Conditions](#)

[The Coming Wave of Bionic Hearing Gadgets](#)

[Ralph Lauren’s health-sensing PoloTech shirts hit store shelves](#)

[ZocDoc Valued at \\$1.8 Billion in New Funding Round](#)

**We would be interested to receive your comments on our Weekly Wearables Newsletter!
Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at
gchristie@thevitalitygroup.com with your feedback and suggestions.**