



Wearables Weekly

Compiled by **Sarah Kunkle** and **Gillian Christie**

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A Friendly Reminder:

There are 17 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

Target Offers Fitbits To 335,000 Employees

Last week, Target made the announcement that it will give Fitbits to 335,000 U.S. employees, with the goal of improving employee health and reducing healthcare costs. The Target deal is one of Fitbit's largest corporate accounts yet. While corporate accounts currently generate less than 10% of total revenue for the company, it is a rapidly growing part of Fitbit's business.

Apple Improves the Watch, Slightly

After a minor delay, Apple has released the first major upgrade to the Apple Watch software. The new operating system allows users to respond to emails, connect to Wi-Fi networks independently of phones, and run apps natively. Apple is also selling a few new combinations of watchcases and bands, including gold and rose gold Sport editions, starting at \$349. These incremental changes will certainly improve the user experience, but are unlikely to convince smartwatch skeptics to buy one.

Alibaba Unveils Pay Watch

Chinese e-commerce giant Alibaba has unveiled Pay Watch, a payments-focused smartwatch. Users will be able to buy things like movie tickets, check the weather, and receive push notifications from their smartphone. The watch will also have some health features like heart rate monitoring, motion detection, and a built-in pedometer.

Other Health Technology Headlines

[Microsoft Band 2 with curved display leaks, expected October 6](#)

[What it's like to use Motorola's new Moto 360 smartwatch with an iPhone](#)

[9 Things You Can Now Do With Apple Watch That You Couldn't Before](#)

[From BMI to TMI: The NBA Is Leaning Toward Wearable Tech](#)

[Xiaomi Announces \\$200 Smartphone And Prepaid Mobile Services In China](#)

[Virtual Reality In Healthcare: Where's The Innovation?](#)

[It's confirmed: Wearables are the 'next big thing'](#)

[The incredibly simple way wearable tech is going to revolutionize health](#)

[Startups Making A Name For Themselves In The \\$1 Billion Wearables Market](#)

Please contact Gillian Christie, Health Innovation Analyst, at gchristie@thevitalitygroup.com with your feedback and suggestions.