



## WEARABLES WEEKLY: APRIL 13-17, 2015



Compiled by **Gillian Christie**  
Health Innovation Analyst, Vitality Institute

### **Jawbone's New Products, Shipping Delays, and Payment Integration**

[Read More on New Products](#)   [Read More on Shipping Delays](#)   [Read More on Payment Integration](#)

Jawbone announced this past week they would begin shipping deliveries of the UP3 four months after originally promised. Despite originally being advertised as waterproof, the UP3 will simply be “splash-proof” (and cannot be used while swimming). Deliveries to customers who had pre-ordered the UP3 will commence on April 20. Despite shipping delays, Jawbone also announced two new products – the UP2 and the UP4. The UP2 (\$99) is a scaled down version of the UP3, while the UP4 is a fitness tracker that enables American Express customers to make in-store purchases at checkout. Jawbone intends to ship the device this summer for \$199.99, \$20 more than the \$179.99 UP3.



### **Apple Watch Pre-Orders Hit 1M on Day 1 In US**

[Read More](#)

New data reveal that over 1M devices were sold in the US on the first day the Apple Watch went on pre-order. The most popular was the less expensive Sport model, which was purchased by 62% of US consumers who ordered an Apple Watch. The Apple Watch went on pre-order in nine markets two weeks ago: Australia, Canada, China, France, Germany, Hong Kong, Japan, the US, and the UK.

### **Microsoft Band Launches in UK**

[Read More](#)

Microsoft launched its wearable device – the Microsoft Band – in the UK last week. The device is priced at £170 and can be purchased on Microsoft's online store and in physical retail stores. In February, Microsoft released updates to its Microsoft Band, which included an on-screen keyboard for rapid response to messages and a cycling app that tracks GPS, calories burnt, duration, distance, and splits, and syncs with five downloadable cycling workouts.

### **IBM Partners with Apple to Analyze Health Data**

[Read More \(Note Vitality Mention In Article\)](#)

International Business Machines (more commonly referred to as IBM) has launched Watson Health to create a data sharing hub that would analyze data from fitness trackers and mobile health applications. Watson Health has cognitive computing power that will collect personal health data from Apple's ResearchKit and HealthKit. Medical researchers will have access to a secure, open data storage solution as well as IBM's most sophisticated data analytics capabilities. Johnson & Johnson and Medtronic are partnering with IBM and Apple on Watson Health.

*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](mailto:gchristie@thevitalitygroup.com) with your feedback.*

