



WEARABLES WEEKLY: MAY 18-22, 2015



Compiled by **Patrick Wolf and Gillian Christie**
Vitality Institute

Pebble Stumbles Despite Massive Kickstarter Campaign

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Smartwatch maker, Pebble, indicated last week that they are having trouble maintaining growth in the increasingly large smartwatch market. Despite recently raising \$20 million on crowdfunding website Kickstarter, Pebble took a US\$5 million loan and a US\$5 million line of credit from a

Silicon Valley bank. Pebble was one of the earliest smartwatch makers, though appears to be faltering against increasing competition. Despite offering a cheaper alternative (Pebble Time, \$99), Pebble faces challenges in competing with Apple and Samsung.



Unicef and ARM Partner on Developing World Wearable

Last Tuesday, Unicef and ARM launched “Wearables For Good”, a competition where designers are invited to create wearable devices for developing countries. The top two designs win \$15,000 and mentorship from ARM. The goal is to develop a device with capabilities that are beyond a fitness tracker to improve the lives of people living in developing countries. Possible functions would include alerting people of fires, diagnosing health needs, encouraging behavioral changes, and tracking data in real time. ARM is also planning to work with Unicef on several other projects by providing funding and technological know-how to support health in developing countries.

Apple Acquires (Another) GPS Start Up

On Sunday, Apple announced that it purchased Coherent Navigation. Coherent Navigation’s program, iGPS, increases accuracy and decreases time to identify an individual’s position. iGPS finds an individual within a few centimeters in seconds. Apple has not announced why they acquired Coherent Navigation, and it is unclear if they will add iGPS to Apple’s navigation. Apple was slow to the navigation market, and their original Apple Maps was riddled with problems upon release. Coherent Navigation could be a mechanism for Apple to create a more accurate and comprehensive navigation system.

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.