

WEARABLES WEEKLY: FEBRUARY 16-27, 2015

Microsoft Updates Band and Partners with Zipongo

[Read More Here](#) on Microsoft Band Updates

[Read More Here](#) on Partnership with Zipongo

On February 24, Microsoft released updates to its [Microsoft Band](#). Updates 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. The Band's web-based dashboard presents detailed health information, with integration into the Microsoft Health phone app in development. Health data can also already be shared with MapMyFitness and [Microsoft HealthVault](#). Microsoft intends to place app creation into the hands of the broader app development community. Specifics will be released next month.

Microsoft also released information on a partnership with [Zipongo](#) on February 18. Using the Microsoft Band, personalized food and recipe recommendations are offered to users. This is being tested in the Microsoft cafeteria based on diet preferences and allergy restrictions.

1/3 of Brits Embarrassed by Wearables

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A small study conducted on 500 participants by the UK mobile app developer, Apadmi, found that approximately one-third of Brits feel embarrassed or self-conscious wearing existing wearable technology. Highlights of the study included:

- 35% of respondents indicated they would feel embarrassed or self-conscious wearing wearable technology.
- 34% of respondents thought wearables technology made people look like show-offs.
- 32% of respondents claimed wearable technology makes people look ridiculous.
- 17% of respondents indicated wearable technology makes people look unattractive.

Pebble Raises \$1M in One Hour On Kickstarter

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Pebble Technology Corp. set its latest record on February 24. The smartwatch company raised funds of more than \$1M in 49 minutes for the development of its latest wearable device. After one day, Pebble had raised \$6.1 million with approximately 30,000 backers. Its new device, the Pebble Time, will be a smartwatch that promises a 7-day charge and supports 64 colors. The device will include an e-paper display and a microphone to allow for quick responses to messages. The expected retail price is \$199. Those sold on Kickstarter will begin shipping in May 2015.

Dole Gets Into Wearables With A Banana!

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Dole Japan, the Japanese subsidiary of the American-based agricultural multinational corporation, celebrated its sponsorship of the Tokyo Marathon (February 22) with a wearable banana. The wearable banana – termed the world's first “edible banana” – was inserted with technology through a small incision in the peel. The fruit displayed a runner's time, heart rate, and tweets for encouragement. When runners needed potassium replenishments, the banana flashed as a reminder.

Is Epson Developing The Next BIG Wearable Device?

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The Japanese maker of electronics, Seiko Epson Corp., also manufactures watch parts. Epson is shifting more of its R&D toward the development of wearable devices. In particular, the company is striving for a level of precision and accuracy associated with timekeeping devices. Epson owns the entire assembly line, which facilitates the company providing input into every component of the device. Epson President and CEO, Minoru Usui, aspires to develop his company into one that is unique by offering unmatched precision.