



Wearables Weekly

Compiled by [Sarah Kunkle](#) and [Gillian Christie](#)

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Fitbit IPO Prices Above Expectations

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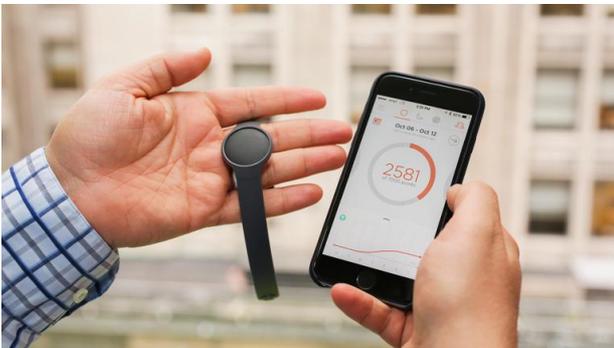
Fitbit raised about \$732 million in its initial public offering by selling 36.6 million shares at \$20 per share, significantly higher than the original estimate of \$14 per share. The IPO is the third largest in the US this year and gives Fitbit a valuation of over \$4 billion. The deal, led by Morgan Stanley, Deutsche Bank, and Bank of America, was bolstered by Fitbit's strong financials – Fitbit is one of only a few companies to go public this year that is already profitable.



Misfit CEO: Wearables Need To Be Easier to Use

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In an interview with CNBC, Sonny Vu, CEO of wearable device manufacturer Misfit, emphasized device usability as fundamental for the wearable market. Vu also noted the need for wearable companies to prove their utility beyond basic sensing capabilities. These remarks occurred in the days leading up to the much anticipated initial public offering of Misfit's competitor, Fitbit.



Wearables at Work

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In addition to using wearables to encourage healthy behaviors, some employers are using this technology to monitor employees. Profusion, a data science company, recently implemented a project that tracked 171 personal metrics for 31 volunteers among its staff. Analysts then used this data to cluster staff into different categories based on behavioral patterns. Employee surveillance is not a novel concept: current examples include GPS trackers for delivery drivers and software that monitors officer workers' website activity. One expert predicts a future in which employers have access to a real-time "employee performance dashboard" with biometrics such as sleep quality displayed.

A New Kind of Wearable

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When most people hear the term wearable technology, they think of watches and fitness trackers like Apple Watch and Fitbit. It seems the next frontier is smart clothing: fabric with micro-sensors embedded directly into the material so that it can better measure body heat, movement, and other biometric information. In addition to the fitness and wellness markets, there are potential applications for smart fabric to be used as protective equipment for workers who could potentially be exposed to chemicals and other environmental stresses.



Other Health Technology Headlines:

[How Fitbit Can Avoid Becoming Another Blackberry](#)

[IBM Invests in Big Data Software](#)

[Intel Acquires Recon, Manufacturer of “Google Glass for Sports”](#)

[eBay Looks to Wearables as the Next Big Boom](#)

[Periodic Table of Wearables](#)

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Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at
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