



Wearables Weekly

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

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A Friendly Reminder:

There are 38 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

Five New Health Tracking Devices Announced Last Week

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Five new health tracking devices were announced this past week by a variety of consumer electronics companies. Sony, Samsung, Huawei, and TomTom all released new versions of their smartwatches and wearable tracking devices. Here is the round-up.

The Round-up of Releases

1. **Samsung's Gear S2:** Samsung's Galaxy Gear preceded the launch of the Apple Watch in the market, though Samsung has been aspiring to improve its offering. Similar to the Apple Watch, the new Samsung Gear S2 (pictured) includes a circular screen and a turn bezel, along with heart rate and fitness tracking capabilities.
2. **Sony's Wena Wrist:** Slated for release initially in Japan, the Wena Wrist is a smartwatch that includes a smart wallet, call and text vibration notifications, and activity tracking capabilities. In particular, the watch tracks steps and calories burned (which are viewed through a companion mobile application).
3. **Huawei Watch:** The Huawei Watch is the company's high-end smartwatch that will retail for \$349 and incorporate information on heart rate, step tracking, and calories burned. It will also automatically discern between running, walking, and cycling.
4. **Huawei Honor Band:** This is the Huawei Honor brand's first low-end wearable. It is an updated version of the Talkband, and includes activity and sleep tracking, along with call and text notifications. It also incorporates a waterproof touchscreen and will retail for approximately \$90.
5. **TomTom's Spark GPS Fitness Watch:** TomTom's new fitness watch includes capabilities for tracking steps, active minutes, distance, calories, and sleep duration. It will also track time, speed, pace, and heart rate by leveraging its GPS capabilities. The device is set to release on October 15 in the United States for \$249.



Fitness Application Runkeeper Suffers Layoffs

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Boston-based Runkeeper announced layoffs of approximately 30% (16 members) of its workforce. The company attributed the layoffs to a shift in focus from purely generating users to instead squeezing revenue from its users. Founded in 2008, Runkeeper has raised \$11.5 million, with its latest round occurring four years ago. Currently, Runkeeper offers a free mobile fitness application, along with a premium version – Runkeeper Go – for \$9.95/month. The premium version includes prescribed training plans and live broadcasting of an individual's

progress along a course. Runkeeper has about 40 million users on its various applications. Nonetheless, the most well-known mobile fitness applications have been acquired by major apparel manufacturers like Under Armour and Adidas. Earlier this year, Runkeeper indicated that it is not in the market to be acquired. Alternatively, the company would like to become the go-to brand for identifying an emergency community of runners.

Diabetes Monitoring and Treatment by Google and Sanofi

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The European pharmaceutical company Sanofi and Google have partnered to create new and better ways to monitor and treat diabetes. The Life Sciences division of Google is developing small and connected medical devices that would continually collect diabetes data as well as software that would enable learning from the data to identify new treatments. Sanofi's experience developing insulin may help Google create Internet-connected devices that can automatically adjust insulin dosages in light of blood-sugar readings or patient exercise regimes prescribed by doctors. Sanofi's revenue of \$38 billion includes 21% being generated by diabetes treatments. Nonetheless, Sanofi is under pressure to innovate, as its top-selling Lantus insulin loses patent protection later this year. Sanofi's CEO, Olivier Brandicourt, believes that partnering with Google's Life Sciences division may help revive the business. According to the International Diabetes Federation, diabetes will affect 592 million people by 2035.

**We would be interested to receive your comments on our Weekly Wearables Newsletter!
Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at
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