

## WEARABLES WEEKLY: MARCH 16-20, 2015

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### **Wearables Causing Cancer?**

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On March 18, Nick Bilton of the New York Times (NYT) released a controversial article linking wearable tracking devices with an increased likelihood of cancer. The article noted that it has long been suspected that cellphones, which emit low levels of radiation, could result in brain tumors and cancers if they were held too close to the body for extended time periods. Today's wearables are worn at all times of day and night. Later in the week, the NYT backed down from their original article, noting that there is no definitive research on the health effects of wearables. On a related note, this week also entailed Google filing a patent for a wearable device to zap cancer by harming particles in the body.

### **Tag Heuer Partners with Google and Intel to Develop Android Watch**

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The 155 year old watchmaker – Tag Heuer – announced plans earlier this week to enter the smartwatch market by partnering with Google and Intel. The companies will work to develop a smartwatch, though the design has yet to be finalized. This announcement trails Fossil's note of a "connected accessories" range to be released later this year. Fossil makes a range of watches under the Fossil brand name and for Emporio Armani, Diesel, Michael Kors, and Burberry.

### **Fashion Taking Hold in Wearables**

[Read More](#) on Will.i.am and Gucci

[Read More](#) on Pebble's Smart Watch Design

It has long been established that technology and fashion – termed "fashionology" – will continue to converge. This past week, musician will.i.am joined forces with Gucci on a stand-alone smart band. The device can make and receive phone calls; send and receive text messages and emails; hold music, maps, and calendars; track fitness; and includes a personal assistant activated by voice command. Similarly, Pebble announced it would begin paying designers to develop smart straps for their new device. The company, which broke Kickstarter's record for the largest amount generated by a campaign at \$18M, is using crowdfunding to gain popularity by users.

### **Omron Launches Activity Tracker**

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Omron Healthcare, the 50-year old Japanese medical device company that sells digital thermometers and blood pressure monitors, has launched a smartphone-connected activity tracker with an fitness app that integrates with Apple Health. The device, Alvita Wireless Activity Tracker, is a Bluetooth-enabled wearable that records steps, distance, and calories burned. The device is less than an inch wide and is smaller than any of the company's pedometers and non-connected activity trackers. It is compatible with iOS and Android phones and can store up to two weeks of activity data in the device.