

WEARABLES WEEKLY: MARCH 23-27, 2015

Is A Technology Bubble Forming?

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In the late 1990s, venture capitalists became extremely excited about the Internet. People poured funds into companies that failed spectacularly. Is a similar story emerging today with technology? The health technology incubator, Rock Health, indicated that funding for technology start-ups this year has already exceeded previous years. The market for health and fitness connected devices is further expected to hit \$1.8B by 2019. Today, many start-ups are obtaining millions of dollars from venture capitalists within months of launching, and companies that are not generating revenue have billion dollar interventions. Venture capitalist Marc Andressen indicates that the market will turn and will result in a shake-out of companies. Those that survive will be few and far between, he cautioned.

Design Gains Importance as Devices Get More Personal

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Design of wearable tracking devices is gathering more traction as a market differentiator. If the hardware of a device works well though the software is faulty, it is unlikely that individuals will use the device over the long-term. To stand out from the crowd, the New York Times notes that physical design and software experience are the two best options.

Microsoft Band to Become Life Coach and Xbox Fitness App Syncs with Microsoft Health

[Read More](#) on the Microsoft Band Becoming a Life Coach

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Earlier this week, Microsoft indicated that it was combining biometric data from the Microsoft Band with information from users' Microsoft Calendar to make smarter observations. Microsoft aspires to develop a technology that will identify stress points based on one's calendar and use breathing exercises for calmness. Microsoft also updated Xbox Fitness to sync with Microsoft Health, Microsoft's cloud-based platform that links with the Microsoft Band. The fitness app provides workout videos from celebrity fitness trainers. Microsoft added a dozen new guided workouts, which can be stored on the phone, but can be downloaded to the Microsoft Band to obtain workout feedback in real-time.

FitBit Users Can Use Multiple Devices

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FitBit's newest release enables users to use multiple devices on the same account. The functionality is a core component of FitBit's goal to sell multiple devices to one person for different situations. For example, the FitBit Flex and Zip are sold as simple activity trackers, while the Surge is marketed as a tracker for endurance athletes.

Bee Behavior Mapped by Tiny Trackers

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Wearable tracking devices are increasingly departing from humans and being used to track animal activity. The BBC reported earlier this week that bee behavior was being tested by ecologists at Kew Gardens in London, England. The trackers are attached to the bees for their expected three-month lifespan, and the data will be used by scientists to track bees in their environment. This is beneficial for understanding why bee populations are in decline globally.