



**WEARABLES WEEKLY: APRIL 27-MAY 1, 2015**

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Compiled by **Gillian Christie**
Health Innovation Analyst, Vitality Institute

Pulse Play Launches Racquet Sports Wearable

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Three-time Grand-Slam champion, Andy Ram, has launched an Indiegogo campaign for Pulse Play. Pulse Play aims to develop wearables that track physical activity and game scores in racquet sports. Once released, their first product, the Pulse Play G1 Wristband, will provide live score announcements to help settle on-court disputes. The device will work with a variety of racquet sports, including tennis, table-tennis, squash, and badminton. Users will be able to arrange games with people who play at a comparable level. The company is based in Israel and the



Indiegogo campaign will bring the product from an operational prototype to a market ready product. A top reward for donating to the campaign is playing tennis against Andy Ram himself!

FitBug Partners with UK Health Insurance Company

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The wearable tracking device FitBug has entered into a partnership with Punter Southall Health & Protection Consulting Limited (PSHPC), a health and protection advisor in the United Kingdom. PSHPC's Havensrock brand (which is underwritten by Aviva Life and Pensions UK) will provide the FitBug Orb to policyholders as part of their new wellness program.

“Disappearables” to Augment Wearables?

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It is predicted that the declining cost and size of chips will entail smaller and faster wearable devices. Termed “disappearables”, these devices will be embedded inside clothing or the body, and will be invisible to the naked eye. While smartwatches will prevail in the wearables market for the next three years, disappearables (including hearables that fit inside the ear) are expected to emerge as a contender thereafter.



*We would be interested to receive your comments on our Weekly Wearables Newsletter!
Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at gchristie@thevitalitygroup.com with your feedback.*