



## WEARABLES WEEKLY: MAY 4-8, 2015



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

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### **FitBit Files for Initial Public Offering**

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On Thursday, FitBit filed for an initial public offering (IPO). FitBit is hoping to raise up to \$100 million and will trade on the New York Stock Exchange under the symbol FIT. Since 2008, FitBit has sold approximately 21 million fitness tracking devices through more than 45,000 retail outlets in 50+ countries. FitBit holds about 69% of the fitness-tracker market. FitBit's early success has attracted numerous competitors: technology giants (Apple, Microsoft, Samsung), smaller electronic makers (Jawbone, Garmin, Misfit), and sporting goods companies (Nike, Under Armour).

### **Apple Intends to Collect DNA**

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Apple is collaborating with US researchers to launch mobile applications that would enable iPhone owners to test their DNA. The applications are based on Apple's ResearchKit, and it is expected that consumers will be able to swipe to share their genes as easily as they do with their fitness or location information. To join the studies, an individual would have to return a "spit kit" to gene-sequencing centers operated by university partners. The apps will tell people about their ancestry, but will not make health predictions.

### **UK's Royal College of Physicians Presents Guidelines for Medical Applications**

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The Royal College of Physicians in London has released a set of guidelines about how doctors should use mobile applications. The guidelines place a focus on the CE mark (a mandatory marking for certain products sold in the European Economic Area), but also on doctors to use their own judgement. Apps that do not require a CE mark are those that only have administrative functions, provide general guidance, or support training.

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Please contact Gillian Christie, Health Innovation Analyst, Vitality Institute at  
[gchristie@thevitalitygroup.com](mailto:gchristie@thevitalitygroup.com) with your feedback.*