



Wearables Weekly

Compiled by [Patrick Wolf](#) and [Gillian Christie](#)

May 18 – 22, 2015

FitBit Hit With Another Lawsuit

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Just weeks after filing for an initial public offering, FitBit is facing a lawsuit from Jawbone, one of their largest competitors. Jawbone has accused FitBit of systematically stealing confidential information by hiring Jawbone employees, who downloaded information shortly before leaving. The information that was allegedly stolen included the company's supply chain, product lineup, revenue, and product costs. While FitBit has admitted to hiring employees from Jawbone, they deny stealing any information and plan to fight the case. This is the second lawsuit filed against FitBit in the past two weeks, after a class action lawsuit was filed against the company for devices that inaccurately track sleep as advertised. Jawbone wants FitBit to pay for its financial damages, and relief from the court to prevent the former employees from using the information.



Pivotal Living Announces \$12 Fitness Band

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Pivotal Living announced a new \$12 device that includes the same information as most other \$90 - \$100 fitness trackers. The Pivotal Living Band tracks steps, distance, heart rate, calories burned and sleep. It also has a 7-8 day battery life. So what's the catch? Technically, you are not buying it outright. Instead, users pay a \$12 yearly subscription. At the end of the subscription year, Pivotal Living sends a new, updated device. The band has had issues with syncing and accurate distance tracking, though many users may overlook these challenges given the low price point. Pivotal Living's new band comes out just weeks before Xiaomi's incredibly popular \$12 Mi Band.



Mango Health Adds Google Fit

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Medication adherence mobile application, Mango Health, has integrated Google Fit into their product to add tracking for activity, blood pressure, and weight. The goal of this extension is to encourage people to become more proactive about their health and to take a more holistic view to treating non-communicable diseases. As of now, this extension is available on Android devices, though integration with Apple Health and the Apple Watch is in development. CEO Jason Oberfest has indicated that he is not looking to expand into health and fitness tracking to help users who already track and schedule medication. In addition, Oberfest hopes the product will help patients deal with a more serious medical condition that might require them to monitor their vital signs in the future.

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.

