



## Wearables Weekly

Compiled by Patrick Wolf and Gillian Christie

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## Xiaomi Becomes Second Largest Wearable Developer

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After releasing the Mi Band in the second half of 2014, Xiaomi has become the second largest developer of wearables. As of Q1 2015, Xiaomi controlled 24.6% of the wearables market. Although FitBit still leads with 34.2% of the wearables market, Garmin and Samsung trail behind with 6.1% and 5.3% respectively. In Q1 2014, FitBit controlled 44.7% of the wearables market, while Xiaomi had not even entered the industry.

Xiaomi's successes are largely attributable to its wildly popular and inexpensive Mi Band. At \$20, the Mi Band undercuts products offered by Garmin and FitBit based on price.

Most of the Mi Band sales have come from China, where it has dominated the wearables market. As of June 1<sup>st</sup>, however, the Mi Band (though not Xiaomi's phones) became available in the United States and much of Western Europe. Whether or not Xiaomi will be able to compete in Western markets remains to be seen, although they undoubtedly have the ability to shake up the market.



## Medtronic Partners with Samsung to Tackle Diabetes

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The Food and Drug Administration (FDA) in the United States has cleared Medtronic's MiniMed Device, which allows users of Medtronic's continuous glucose monitor and insulin pumps to view data on their smartphones. This enables users and their healthcare providers to view data in real time, and alert loved ones if their glucose levels are out of range. Medtronic and Samsung have also announced a partnership to optimize Medtronic's continuous glucose monitor. Samsung will optimize the app for Samsung devices, and plans are in development to integrate wearable information.

## Google Launches Wider Pilot for Their Study Kit

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Google has commenced the baseline study for their Study Kit app, which allows participants to share their health information with researchers. Similar to Apple's Research Kit, Google will be using a combination of genetic information and digital health sensors to access health data on a large scale. This could help patients easily identify how to metabolize food, nutrients, and drugs; how fast their heart beats under stress; and how chemical reactions change the behavior of genes. The program is in the pilot phase, though is set to have a wider release next year. It is still unclear what form Google's Study Kit will take. An app is currently in development, but it is one of several options that Google is exploring. That being said, the Study Kit will have some autonomy from Google, as it is set to be available on both Android and iOS devices.

