



## **Wearables Weekly**

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## Samsung Ranked as #1 Patent Filer for Wearable Devices

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According to a report released this week, Samsung holds about 4% of the 41,301 patents that were published on wearable electronics between 2010 to May 2015. Other leading patent holders include Qualcomm with 3% and Apple with 2.2% of patents. About 10% of these patents focus on health monitoring—the most common application is communications, which includes entertainment, device control and smartphone replacements. Although Samsung was the first major technology company to release a smart watch (the Galaxy Gear) in September 2013, it has not experienced much success in the market. According to Lux Research analysts, wearable companies should focus more on flexible electronic technology, as it is essential for creating

“comfortable, adaptable and immersive wearable devices that can seamlessly fit into everyday life.”



## The Apple Watch Hasn't Killed Fitbit

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When the Apple Watch debuted earlier this spring, many people expected an upheaval in the wearables market, mirroring what occurred with smartphones after the iPhone's release almost a decade ago. Surprisingly, that has not been the case. While Fitbit has experienced a slight dip in sales prior to the Apple Watch release, it has outsold Apple since. Part of this is likely due to the difference in price points between devices: Fitbit devices range from \$60 to \$250, while the Apple Watch starts at \$350 and includes a [\\$17,000 edition](#). Fitbit isn't outperforming just Apple in the wearables market: the Company's 2015 sales have continued to increase while its competitors (Jawbone, Garmin, Samsung) saw their sales decrease after the holiday spike.



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