



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

July 13 – 17, 2015

Draft Guidelines Released by Vitality Institute on Health Technology

[Read More Here](#)

The Vitality Institute, along with Microsoft Corporation, the University of California, San Diego, and other stakeholders, are developing a set of industry guidelines to address the legal, social and ethical concerns associated with the development and use of the technology and the data it generates. A draft of the guidelines was released online, opening a three month public comment period before the guidelines are finalized. The Vitality Institute encourages you to provide detailed feedback on the Guidelines by October 15, 2015 at [this link](#).



Sales for Wearables Strong, but Users Abandon Them Quickly

[Read More Here](#)



Wearables sales might be strong, but the evidence on continued user engagement is weak. One estimate suggests a third of fitness trackers are abandoned after six months. Fitbit's regulatory filings suggest that only half of Fitbit's nearly 20 million registered users were still active as of Q1 2015. This trend is problematic for companies as they look to grow amidst an increasingly saturated market. In response, Fitbit said it hopes to remain a market leader through new features and services to boost user engagement, including competitions with friends and family and virtual badges for hitting fitness milestones.

Wearable Technology gets Emotional

[Read More Here](#)

Fitness trackers might be the most popular segment of the wearables market, but a new wave of products is emphasizing mind over body. [Spire](#), a clip-on device, tracks physical activity and state of mind by detecting users' breathing patterns, vibrating or delivering phone notifications to remind users to be aware of their breathing. [Being](#), a watch-like device from the Asian company Zensorium, tracks mood using a sensor that measures heart rate variability and blood pressure. So far the results have been promising: an analysis of Spire user data showed that users start breathing more deeply about 75 percent of the time Spire sends a notification.



Older Consumers Weigh in on Activity and Sleep Monitoring Devices

[Read More Here](#)

In collaboration with Georgia Tech's Home Lab, AARP has released a report to guide future wearable product development for older consumers. These insights were based on the experiences of 92 older consumers with seven popular devices over a six week time period. Consistent with research to date, this report concluded that activity and sleep trackers must first be effective and easy to use. While the majority of participants had a favorable view of these devices at the study onset, their experiences did not live up to expectations. Common

frustrations included perceived data inaccuracy, lack of instructions, device malfunctions (e.g. lost data and syncing issues) and difficulty putting on the device. Over a third found their device to be uncomfortable and most participants did not wear their trackers for the full duration of the study.

Other Health Technology Headlines:

[Jawbone heads to court to stop import of Fitbit fitness band](#)

[Teach your fitness band to track bicep curls and more](#)

[Samsung patents tech to measure body fat with a phone](#)

[This wristband will tell you which chemicals you're exposed to every day](#)

[Meet Compass, a new app that wants to change how you view your health data](#)

[Polar unveils the Loop 2, an entry-level wearable for everyday fitness tracking](#)

[Use RunKeeper? Now you can donate your exercise data to science](#)

[Big pharma company steps into wearable devices market](#)

[Hey NYC, Check out the Smog on Your Bike Ride](#)

[Dr. Google is more research scientist than practicing doc now](#)