



Wearables Weekly

Compiled by Sarah Kunkle and Gillian Christie

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New product announcements dominated last week's headlines as companies and innovators gathered in Las Vegas to exhibit and discuss exciting new technologies at CES 2016. Traditional wearables now face competition from smart clothes that track user activity. Beyond CES, Fitbit had a rough week as it faces a new class action lawsuit and tumbling share prices. Read the latest below!

Altra IQ Smart Shoes

The Altra IQ smart shoes are Bluetooth-equipped running shoes with sensors that track metrics like distance, pace, time, splits, cadence, how long your foot touches the ground on each stride, whether you favor one foot over the other, and which part of your foot hits the ground as you step. A companion smartphone app will analyze this data and provide real-time feedback and suggestions to improve running technique. The shoes will be available sometime this spring for about \$200 on Altra's website and in select retailers.

Fitbit Blaze

The Fitbit Blaze is a \$200 fitness watch that track steps, sleep, calories burned, and 15 other types of exercises, including tennis, basketball, soccer, and elliptical machine workouts. The watch runs the FitStar app (a company that Fitbit acquired last year) that will offer guided workouts to users. The Blaze has an octagonal face with an LCD color touchscreen display. The tracker itself is a pop-out device that can attach to a variety of different bands and frames.

Misfit Ray

The Ray is a \$100 fitness tracker that performs many of the same functions as the Shine, Misfit's signature wearable. It tracks activity and sleep, and delivers notifications for texts, calls, and alarms. The major differentiator is the Ray's sleek minimalist design, intended to address the "geometric redundancy" that Shine users experience if they want to wear a watch in addition to the circular fitness tracker. The Ray's tubular shape pairs better with jewelry, watches, and smartwatches. Similar to other Misfit devices, the Ray is designed to go on and stay on with a 6 month battery life. According to product lead Tim Golnik, "every time you force a user to take off their tracker, you're creating an opportunity for them to forget to put it back on."

Other Health Technology Headlines

[Fitbit Shares Tumble 18% as Apple Watch Gains Market Share](#)

[IBM's Watson Now Powers AI For Under Armour, Softbank's Pepper Robot And More](#)
[Lawsuit Says Fitbit Fitness Trackers Are Inaccurate](#)

[New Balance announces Android Wear smartwatch for running smartphone-free](#)

[Samsung's smart clothes are wearables you'd actually wear](#)

Please contact Gillian Christie, Health Innovation Analyst, at gchristie@thevitalitygroup.com with your feedback and suggestions.