



Wearables Weekly

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This week in wearables, new product announcements abound. Fitbit and HP both reveal fashion-forward devices and the Apple Watch expands to new countries. IBM Watson adds yet another name to its growing list of healthcare partnerships. Read the latest below!

[Apple Watch coming to several new countries next week](#)

Apple Watch will be available in six additional countries next week (Israel, Bahrain, Kuwait, Oman, Qatar and Greece), bringing its grand total to 54 countries. The iOS Developer Library now provides guidance on how developers can modify layouts to support right-to-left languages like Arabic and Hebrew, revealing Apple's interest in bringing its products to more markets.

Importance: While some people have questioned the strength of Apple Watch sales, the company captured the majority of the smartwatch market in 2015. Amidst slowing iPhone sales, Apple Watch's global expansion likely means continued growth of this business segment in 2016.

[Fitbit Alta is another wearable for the high-fashion crowd](#)

Fitbit's newest device is designed to look more like a bracelet than a fitness tracker. The \$130 stainless-steel band will come in silver and gold, with options for black, blue, teal, or plum bands. Genuine leather bands are available for an additional \$60 and soon stainless steel and gold bangles will be available for \$100. The Alta will have similar functionality to other Fitbits along with call, text, and calendar notifications.

Importance: Fitbit is a dominant player in the wearables market, but after a slew of lawsuits and mixed reviews for the Fitbit Blaze, the company needs to demonstrate that it can stay relevant and competitive going forward. The Alta is also indicative of a larger trend towards companies making design a higher priority.

[IBM Watson and American Heart Association to tackle heart disease](#)

The American Heart Association is working with IBM Watson and Welltok to create a workplace health technology aimed at improving heart health. The partnership will harness IBM's cognitive computing power, AHA's science-based metrics, and health assessments delivered on the Welltok health optimization platform. It will incorporate the AHA's recently announced Workplace Health Achievement Index, which measures how successfully companies have implemented a culture of health within the workplace.

Importance: IBM's list of partners is impressive—Memorial Sloan Kettering Cancer Center, the Mayo Clinic, New York Genome Center, Cleveland Clinic, The University of Texas MD Anderson Cancer Center, and more recently, CVS Health and Under Armour. In the era of big data, integrating data from diverse sources through advanced analytics is key to unlocking insights.

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[Biogen VP: Google wants to be a payer – and take over CMS](#)

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[Giving wearables a place in the patient record](#)

[HP's Isaac Mizrahi Smartwatch is another smartwatch covered in jewels](#)

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