



## **Wearables Weekly**

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*A new report reveals that Apple Watch is leading not only in smartwatch sales, but also in privacy and security measures. Two studies show that personalized recommendations based on learning algorithms have a positive effect on physical activity. Beyond wearables, Microsoft and the University of California are both pondering the future of holographic healthcare providers. Read the latest below!*

### [More than a dozen IBM Watson health-related partners](#)

IBM Watson has partnered with more than a dozen health-related companies in the past year since the technology was launched. IBM Watson partner organizations include: American Heart Association, Under Armour, Nutrino, Novo Nordisk, Manipal Hospitals, Boston Children's Hospital, Triax Technologies, Teva Pharmaceuticals, Mayo Clinic, hc1.com, Talkspace, LifeLearn, and various US cancer institutions.

**Importance:** IBM Watson's numerous partnerships demonstrate the arms race among technology companies to leverage artificial intelligence and cognitive computing to make sense of health and healthcare data. While many companies have large amounts of data, being able to derive insights and identify patterns within the data are critical for long-term business success. As IBM CEO Ginni Rometty states: "data is the new natural resource."

### [Public School x Fitbit could finally solve tech's fashion problem](#)

Fitbit and New York label Public School have announced they are collaborating on a collection of accessories for Fitbit's newly announced Alta tracker. Concept pieces for the line will debut at Public School's fall 2016 New York Fashion Week runway show. This partnership provides a nice balance to Fitbit's other fashion collaboration with designer Tory Burch, expanding options for the fashion-focused consumer segment. The Tory Burch Fitbit accessories are preppy and bright, while the Public School accessories will likely incorporate the label's more refined palette of black, white, grey, navy, and other neutrals.

**Importance:** There has been much ado about Fitbit in 2016 with several lawsuits attacking the validity of its heart rate monitoring function. Although advancing sensor technologies is important to the future of wearables, ensuring their design is appealing to a wide audience is perhaps more fundamental. If no one wants to wear the device, additional features do not particularly matter.

### ['Game changing' breakthrough turns contact lenses into tiny computer screens](#)

Scientists at the University of South Australia's Future Industries Institute have determined how to integrate tiny electric circuits on to a contact lens that could also double up as a screen. The sensor would be used to measure the amount of glucose in a user's blood, or to create electronic displays on the contact lens as opposed to on a pair of glasses (like the Google Glass).

**Importance:** The breakthrough by the Australian researchers demonstrates the impact of wearables becoming more embedded in our everyday lives. While the new technology may prove to be beneficial, the constant stream of data raises privacy and security concerns that must be proactively addressed prior to its likely widespread acceptance and adoption.

## Other Health Technology Headlines

[Apple Patent Trolls Like VirnetX May Target Wearables Next](#)

[Big Pharma's big push to get patients to take their meds](#)

[Can avatars, virtual reality and robots help shape the future of nursing?](#)

[Fitbit fitness tracker detects woman's pregnancy](#)

[Fitbit's Super Bowl commercial reflects ambition for diverse user base](#)

[Learning algorithm helps diabetes patients be more active](#)

[Smart arm sleeve to improve post-stroke rehab](#)

[Withings' new algorithm helps patients accurately track blood pressure at home](#)

[Would you see a holographic doctor?](#)

[Walkadoo increased employee activity by nearly 1,000 steps per day](#)