



Wearables Weekly

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In this week's edition, more news about smart clothing as Ralph Lauren and Nike introduce new products. Fitness trackers and smartwatches are also making moves in the clinical realm. A new band for the Apple Watch provides medical-grade EKG readings and another wristband developed by MIT professors monitors stress signals to detect seizures. Currently, over 20 clinical trials are using Fitbit in some capacity. Read the latest below!

[Fossil unveils 7 more wearables, including Android Wear watches](#)

Fossil's big announcement includes two Android Wear smartwatches, the Q Wander and the slightly rugged Q Marshal. Both are available with 44mm and 46mm circular cases, wireless charging, and custom options for strap and body. They will sell at the same \$275 starting price as last year's Q Founder. Fossil has said that it plans to have over 100 wearable devices on shelves this year, including models from affiliate brands like Chaps, Diesel, Emporio Armani, Kate Spade, Michael Kors, Misfit and Skagen.

Importance: Since acquiring Misfit in 2015, Fossil has introduced a variety of smartwatches and activity trackers. The company's affiliation with several fashion brands will likely raise the bar when it comes to product design.

[Ralph Lauren made a great fitness shirt that also happens to be 'smart'](#)

The PoloTech shirt is a compression top that looks like a normal workout shirt. The shirt contains a large silver strip located around the lower ribcage area. This conductive silver fabric contains sensors to detect heart rate, breathing, and exertion metrics. A companion app displays these metrics and incorporates the data into customized workouts and training programs.

Importance: While wrist-based fitness trackers are the norm today, the arrival of smart clothing is imminent. However, there is certainly room for improvement with these products. Ralph Lauren's debut smart shirt is expensive (\$300), and currently only available for men and iPhone users.

[AliveCor unveils Kardia Band, a medical-grade EKG band for Apple Watch](#)

AliveCor, a medtech startup, has unveiled the Kardia Band, a medical-grade EKG band for the Apple Watch, pending FDA clearance. The band works with an accompanying Apple Watch application, which automatically processes the data from the sensors in the device and allows wearers to record voice memos that are sent along with the EKG to their doctor. The app will also integrate with Apple HealthKit to allow for analysis of EKG data along with other factors, including exercise, caloric intake, and more. The company expects to receive FDA approval later this spring, at which point Kardia Band will become available for sale.

Importance: This marks the beginning of the Apple Watch's shift into more clinical applications. There are also implications for the overall wearables market as the current state of heart rate tracking technology could be improved.

Other Health Technology Headlines

[21 clinical trials that are using Fitbit activity trackers right now](#)

[Blooming measures your heart and brain to reduce stress at work](#)

[Design firm Mad*Pow acquires employee wellness app HotSeat](#)

[Forthcoming app wants to turn kids with T1D into 'diabetes ninjas'](#)

[Health Care Startup Oscar Hires Veteran Google Engineering VP as Its Tech Lead](#)

[Hey Siri, Can I Rely on You in a Crisis? Not Always, a Study Finds](#)

[Nike Introduces HyperAdapt, Its First Self-Lacing Shoe For Consumers](#)
[Technology companies are racing to track patients' behavior in real time](#)
[Testing a Wearable Tech System Favored by NFL Hopefuls](#)
[The new Nixon Mission is an Android Wear watch for surfers](#)
[Wristband detects and alerts for seizures, monitors stress](#)

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