

# Wearable Technology

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## WHAT IS WEARABLE TECHNOLOGY?



Wearable technology describes any electronic device that consumers can wear on their body. “Wearables” have currently grown to include items ranging from pedometers to watches to headphones.

Wearables can meet a variety of needs for consumers: fitness trackers, fashionable accessories, communication devices, sources for additional news and social media, hands-free connectivity, and increasing accessibility for individuals.

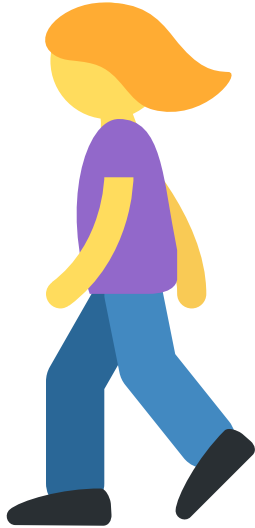
## HOW DOES WEARABLE TECHNOLOGY WORK?



Wearable gear, in the form of watches, pendants, clip-on devices, headwear, and more, integrates the form and function of multiple devices. Most of these work in a similar manner. Multiple sensors capture changes in position, temperature, etc. and translate them into data. Then, microprocessors extract, transform, and load data to a transmittable format. Finally, transmitters wirelessly send data to cloud storage for further processing and reporting.

## WHAT ARE EXAMPLES OF WEARABLE TECHNOLOGY?

Pedometers, fitness trackers, smart watches, wireless headphones, and action cameras are all popular wearables.



### PEDOMETERS

Pedometers are some of the original technology in this industry. While their main feature is only to track movements and steps, pedometers have historically been the most widely available and mass-produced type of wearable technology. Fitness tracking wristbands are a more modern and complex device that built upon the success of pedometers. They measure and record data related to the wearer's physical state and performance, such as heart rate, speed and distance traveled, sleep patterns, and more.

### SMART WATCHES

Smart watches primarily tell time while also displaying information supplied by the wearer's smartphone, such as email, SMS, call info, and media controls. Some smart watches also make and receive calls, take pictures, include games, allow for contactless payments, and provide some of the features of a fitness tracker. More advanced smart watches pair with other wearables (like wireless headphones) without even requiring the use of a smartphone or other primary device.

