

WHAT ARE EXAMPLES OF WEARABLE TECHNOLOGY? (CONTINUED)

ACTION CAMERAS

Rugged action cameras can mount to a helmet, chest harness, tripod, or sporting equipment, and capture video under conditions that most electronic devices are not designed to handle. As technologies continue to develop, some of the features originally designed for action cameras (water resistance, added accessories to enhance the user experience, etc.) are becoming standard for other wearables and smart devices. Action cameras can be used to record video on family vacations, hikes with friends, or underwater wildlife in their natural environment.



WIRELESS HEADPHONES

Wireless headphones were already on the market before the term “wearables” became popular; however, they are still a large part of the wearables industry, sometimes referred to as “hearables.” Wearable headphones rely on Bluetooth technology to connect to consumer’s devices and are commonly available in two styles: in-ear (canalphones, canalbuds, and earbuds) or over-the-ear. Some wireless headphones also include internal microphones. The microphones allow consumers to use the wearables to communicate with others. By using wearable headphones with an internal microphone, consumers can conveniently control voice-activated devices and meet with others on professional video conferences on compatible devices.

A VARIETY OF APPS (& APPLICATIONS)

Driven by the healthcare industry, the corporate sector, and consumer demand, the wide array and number of applications ranging from health and fitness monitoring to employee monitoring and safety will increase very quickly. According to *The Wearable Life 2.0* report from PricewaterhouseCoopers (PWC), health is consumers' number one motivator for purchasing wearable technology. The next top two factors in making the decision to buy wearables are affordability and the perception that using the devices will lead to increased productivity by the wearer.

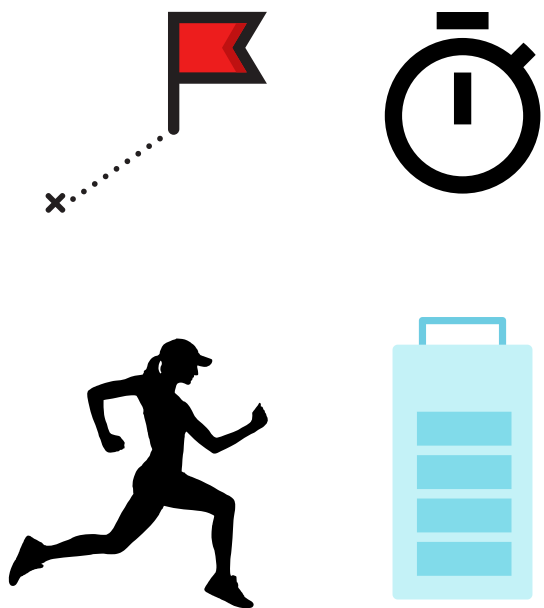


HOW CAN WEARABLE TECHNOLOGY IMPROVE YOUR HEALTH?

Fitness trackers gather in-depth information about wearers' physical activity that they would not otherwise know, helping them monitor their progress towards or away from their health, fitness, and athletic goals. Most fitness wearables sync with apps that help users stick to healthier eating and sleeping habits as well. Wearables can also make it easier for people with chronic diseases (like diabetes) to more accurately track their health and maintain proper levels of medication.



WHAT ARE SOME IMPORTANT FEATURES TO LOOK FOR IN AN ACTIVITY TRACKER?



A heart rate monitor, timer, GPS tracker, and convenient connectivity features are some basic essentials to consider. Although most fitness trackers monitor steps taken, the advanced models take speed and altitude into account. Accelerometers are small motion sensors inside wearables that detect the orientation of the device. By analyzing motion and GPS information, the device can assess if the user is sitting, standing, or running. Additionally, the accelerometers can be used to interact with apps and/or games. An attractive interface and automatic charting of performance data are both helpful. For example, some trackers convert physical activity to calories burned. A long-lasting battery is another advantage, as is a waterproof design for use while swimming.

WHAT CONSUMERS MUST DO

Make sure that any wearable device you wear already has a good track record. Keep your own information protected by using strong passwords and changing them regularly. Ask the question, “Do I need another device (i.e.- a mobile phone) to make my wearable device have full functionality? Since the price of wearables can vary depending on the type of device, consumers must be aware of what features they most need in relation to the price for those features. The same goes for battery life. Consumers must look for a wearable that has enough battery life to meet their needs. They may consider: the type of charger needed, the length of time to a full charge, and if the device is still useable with a minimal or empty charge.

WHAT ARE RISKS OF USING WEARABLES?

Consumers under eighteen (18) years old should use wearables under adult supervision. There are three main categories of risks that wearable tech companies and consumers face:

- **Cyber security:** The data transmitted via wearables must be properly secured; otherwise, companies are at risk of class action lawsuits, costly fines, and injury to their reputation. Consumers should make a point to review company privacy policies and stay educated about how their data could be used.
- **Bodily injury risks:** Malfunctioning devices can cause injuries, illnesses, and even death to wearers or patients. Manufacturers of defective devices may even face product liability lawsuits.
- **Technology errors and omissions risks:** Companies can be held liable for economic losses from the failure of their devices to work as intended. Some wearable technology may require continual software updates to work at optimal levels.

THE FUTURE FOR WEARABLES

The future for wearables is very bright. The potential to help people get and stay healthy using wearables grows every year.

Consumers have only started to see the power of wearables. Understanding the past and current state of wearable technology will help you navigate the future wearables market and make informed decisions.

