

Wearables Shared Links 11/17-23

The Wearables market is developing, and people are talking about how wearables can break out of niche markets and into mainstream use. The most popular article of the week outlined Samsung's plans to broaden the reach of their hardware and software within the healthcare market. The company is working on the Simband, a health tracking wearable, in conjunction with an open digital health platform. This open platform will encourage innovation, and "will help app developers, healthcare providers, hospitals, insurance and the pharmaceutical companies drive in an open environment that connects sensor technologies, devices and partners." Another popular article entitled *Wearable Technology and Digital Healthcare Strategies Should Shift Focus To Chronic Medical Illness*, and published by Forbes, encourages the harnessing of wearable data to improve healthcare. This article confirms that several physicians believe health focused wearables can improve upon the current system by implementing "digitally enabled care." While there is promise for innovative use of wearables in the area of health, another popular article this week argued that aggregating the data these devices collect is the key to implementing change. This article, entitled *Why Wearables Should Be Free*, states that in order for wearable devices to remain relevant and personal data to be useful, the data must be harnessed and analyzed so it can provide more than just a more detailed account of what the user already knows. Providing free devices and paying users for data will incentivize prolonged use and make the data wearable devices amass more valuable to everyone. With all the talk about health and wearables, fitness trackers are losing mindshare. This, however, is predicted to change next year. A Gartner analyst predicted that as fitness bands and smart garments develop more "versatile designs" while becoming cheaper, they will not be overshadowed by Smartwatches with overlapping capabilities, as gyms and employers will likely adopt smart bands and integrate them into their business.

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http://www.fastcodesign.com/3038594/why-wearables-should-be-free	443

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The future of wearable devices in the healthcare industry was widely discussed on social media. With Samsung's plans to develop an open system with backing from doctors and other professionals, the market is poised to make serious bounds. While all eyes are on the shift to healthcare, fitness monitoring is maintaining mindshare, as they are projected to bounce back from the threat of Smartwatches in 2016. Tune in next week for another update from Argus Insights, straight from the minds of the consumers!

For more information on the Wearables market, check out our [Monthly Consumer Demand Report](#). For personalized consultation, custom reports, or to gain access to our data, please contact [Argus Insights](#).