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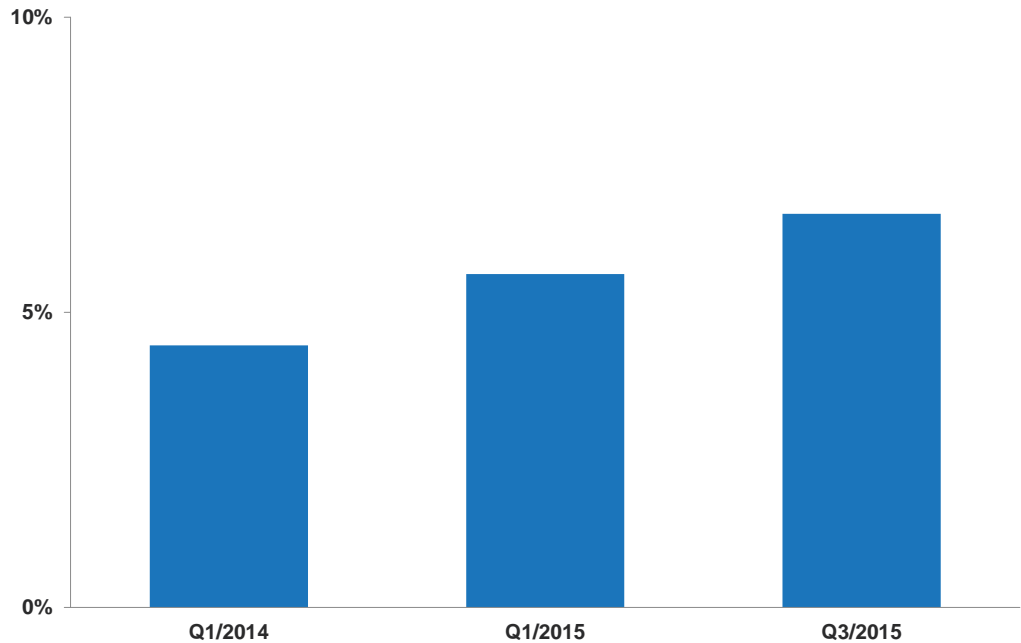
SYNOPSIS

360 View Update:

Connected Wearables analyzes the market for smart watches, wireless headphones and earbuds, and wearable cameras. It presents Parks Associates' latest data on adoption, purchases, and market share and assesses the current position of key players. Particular attention is paid to Apple's impact on the smart watch market in terms of revenues and unit sales.

Smart Watch Ownership (2014-2015)

U.S Broadband Households



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ANALYST INSIGHT

“The Apple Watch is having a dramatic impact on the market for smart watches but it remains to be seen whether the Apple Watch alone will kick start the market in the way that the iPhone did for smartphones.”

— **Barbara Kraus**, *Director of Research, Connected CE & Platforms*, **Parks Associates**

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About the Research

Previous Research

- Connected CE: Trends & Innovation (Q3/15)
- The Market for 4K TVs (Q3/15)
- Streaming Media Devices (Q2/15)
- 360 View: CE Adoption and Trends (Q2/15)

CONTENTS

- Smart Watch and Beyond: New Mobile Experiences (Q2/15)
- Smart Watch: Extending the Mobile Experience (Q2/15)

Key Findings**Industry Insight****Recommendations****Smart Watches**

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- Smart Watch: Average Price Paid (2013 - 2014)
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Additional Research from Parks Associates

ATTRIBUTES

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