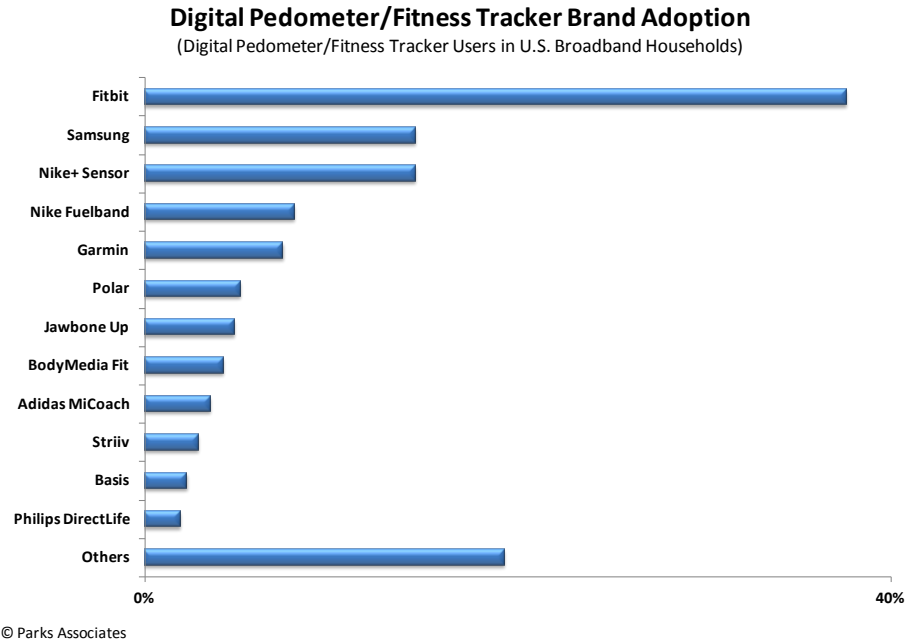


Synopsis

This report examines technologies, software, and platforms that drive the adoption of wearable fitness and health tracking devices by consumers. It also highlights the business opportunities for technology providers, component suppliers, and software designers. The report provides the forecasts of global smart watch and wearable fitness trackers sales from 2014 to 2018.

Brand of Digital Tracker



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Debates about the wearable's market potential have been intense from the beginning, and health and fitness are no doubt an area of significant consumer interest and a market focus for current wearable OEMs and new entrants. "The health and wellness market is ready for major disruptions and wearable products could expedite them," said Harry Wang, Director of Mobile & Health Research at Parks Associates. "A major challenge is to design the wearables that people are willing to wear and that enable an effortless tracking experience for consumers and a rich information loop."

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