



# Wearable Electronics Intelligence

## New Opportunities in Wearable Electronics

Ubiquitous mobile devices and trends in directions like the Quantified Self and Smart Manufacturing have created an increased interest in wearable electronics. Wearables also provide the critical link to tether people to Internet of Things ecosystems, whether it be the Smart Home, Connected Car, or Smart Factory. However, despite significant hype, investment, the technologies, business models, and a proliferation of new devices, the future of wearables remains unclear. The question still remains of whether wearables will cause disruption like mobile devices or merely be accessories for counting steps. We analyze the technologies, markets, and strategies that push innovation and growth, enabling clients to:

- Stay on top of the rapidly expanding developer landscape
- Evaluate new business models
- Pull together partnerships across materials, devices, and system integrators
- Integrate wearables into existing platforms like electronic medical records and ERP software
- Enable actionable and safe intelligence through wearable data security, privacy, and analytics
- Understand the customer of the future and what information they will have about themselves

### Intelligence Access

For more information on how to access the Lux Wearable Electronics Intelligence service, contact your Lux Research account manager, or call +1-888-589-7373 or +1-617-502-5300. Send email to [info@luxresearchinc.com](mailto:info@luxresearchinc.com). Visit us on the web at [www.luxresearchinc.com](http://www.luxresearchinc.com).

### Sample Wearable Electronics Topics

#### Technologies

- Smart watches
- Activity trackers
- Smart textiles
- Virtual and augmented reality
- Smart glasses
- Sensors
- Displays
- Power and energy harvesting
- Logic/memory

#### Applications

- Smart homes
- Health and wellness
- Entertainment and media
- Athletics
- Automotive
- Manufacturing

#### Companies

- Start-ups:
  - Kenzen
  - bionym
  - Lively
  - sensoria
- Midsize companies/subsidiaries:
  - Oculus
  - pebble
  - Withings
  - catapult
- Large corporations:
  - DuPont
  - Google
  - Apple
  - Reebok

### Lux Research Difference

The Lux Wearable Electronics Intelligence service is unique because it is:

#### Proprietary

Offers exclusive insights from primary interviews and site visits

#### Opinionated

Makes decisive calls about companies and technologies

#### Unbiased

Obtains objective/independent information and delivers impartial analysis

#### Confidential

Allows clients to secure information about innovators without revealing their identities

#### Cost-effective

Costs far less than expensive consultants or a resource-intensive internal team

# Wearable Electronics Intelligence

## Research Membership Access

Lux Research members get on-demand access to Lux’s analysts, publications, and data across a set of emerging technology domains customized to their needs. Analysts with deep expertise in each domain provide ongoing market intelligence and technology scouting to help executives find new business opportunities and make better decisions.

## Membership Benefits

### Executive Sessions

Lux Research analysts regularly structure and deliver Executive Sessions – typically half-day to full-day onsite interactive meetings, which are a combination of Lux Research presentations and working sessions – that allow clients to tap more deeply into Lux data, methodologies, and insight.

### Member Site

Lux Research’s ongoing series of Company Profiles, Journals, and Market Reports provide a wealth of information. To access these publications and quickly find the information you need, clients can use Lux Research’s Member Site.

### Market Analysis

Lux Research analysts’ deep understanding of the underlying technologies makes them uniquely qualified to provide insightful market analysis of emerging technology areas. Drawing on extensive primary research for technical and market insight, Lux Research helps clients understand market opportunities through:

- Market Reports
- Analyst Insights
- Data Trackers

### Company Profiles

The core of Lux Research’s Intelligence services are our ongoing briefings – analysts select 50 to 125 leading innovators in each emerging technology field and publish primary-research-driven, opinionated, quantitative profiles of these players. These profiles are delivered to clients in email and available online through the Member Site.

### Analyst Inquiries

In addition to accessing Lux Research’s written research in the form of Company Profiles, Journals, and Market Reports, clients can also contact Lux Research analysts, who will quickly answer custom questions based on their ongoing research into emerging technology areas.

### Visualization Tools

#### Lux Innovation Grids

Lux Research collects information and provides analysis on top innovators in emerging technology areas through company briefings. The Lux Innovation Grid uses data and insights from these profiles to compare companies.



#### Spider Charts

Lux Research uses spider charts to show a technology provider’s scorecard, rating the company on 10 critical success factors, and compares it to other companies in the market in which they participate and the broader area of companies in their technology space.



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