The Wearable Market

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Outline

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About Wearables
Definitions

Wearables
Intelligent clothing that fuses fashion with technology, electronic textiles, and sophisticated design innovations that express new ideas and appearance construction and wear-ability.

Techno-Fashion
A morphing of technology, convenience and aesthetics results in clothing with a new enhanced level of interactivity.

E-Textiles
Textile materials (fabric, yard, threads) that incorporate conductive fibers or elements directly into the textile itself. No wires or hard electronics.
Current State
Wearable Categories

HealthCare & Wellness
Sports & Fitness
Fashion
Manufacturing/Inventory Management
Security & Prevention
Place (Home, Building)
Gaming & Lifestyle
Automotive
Efficiency
Market Today

Novelty to Life Saving

**Armpit Fan**
Adjust power of fan based on sweat level.

**BioRing**
Improves health and wellness by automatically measuring: calorie intake, fat intake and consumption, protein intake, calorie consumption, sleep, fitness, heart rate, water levels.

**JioBit**
Location tracking for your most precious asset (your children).

**MC10’s Biostamp**
Affix to body to monitor temperature, movement, heart rate and more and transmit to clinician. Focus on Parkinson’s and MS.
Wearables in the Auto Industry

**Volkswagen**
*Glasses in Manufacturing*
Part numbers, location of parts in warehouse. Touch and voice controls allow for efficient, hands-free operation. Camera serves as barcode reader.

**Jaguar Land Rover**
*VR in Engineering Design*
VR headsets in which engineers can evaluate potential designs in a virtual environment.

**Volvo**
*Glasses for Showroom Sales*
Glasses for consumers to gain insight into the design process as well as the safety features of new vehicles.

**Ford**
*Consumer Wearables*
Exploring how wearable devices such as smartwatches might be incorporated into driving experience (i.e. health data, safety notifications to wearable).
Challenges

01 Power

02 Data & Security

03 Scale
Example Solutions

- Lower Power
- Personal Cloud
- Incubators/Accelerators
- AFFOA
- State Regulations
- Data Mgmt. Companies
- Harvest Energy
Future State

Where Science, Engineering and Fashion Meet

Invisible

Personalized and Predictive

Accurate

System of Sensors

Seamless Connectivity
Pillar’s Artisans develop and innovate mission critical Smart Embedded systems by fusing:

**Software Craftsmanship**

**Digital Experience**

**Proven Embedded Engineering**

**Speed2Value Development Approach**

“We balance innovative “no constraints” thinking with the discipline and rigor required to build great products.” - Pillar