

Wearables

in the *real* world



You've got P.I.E.!



Pace



Intensity



Endurance
just now 🐱

Hi, I'm Noble

I am a Co-Founder, CEO at LynxFit

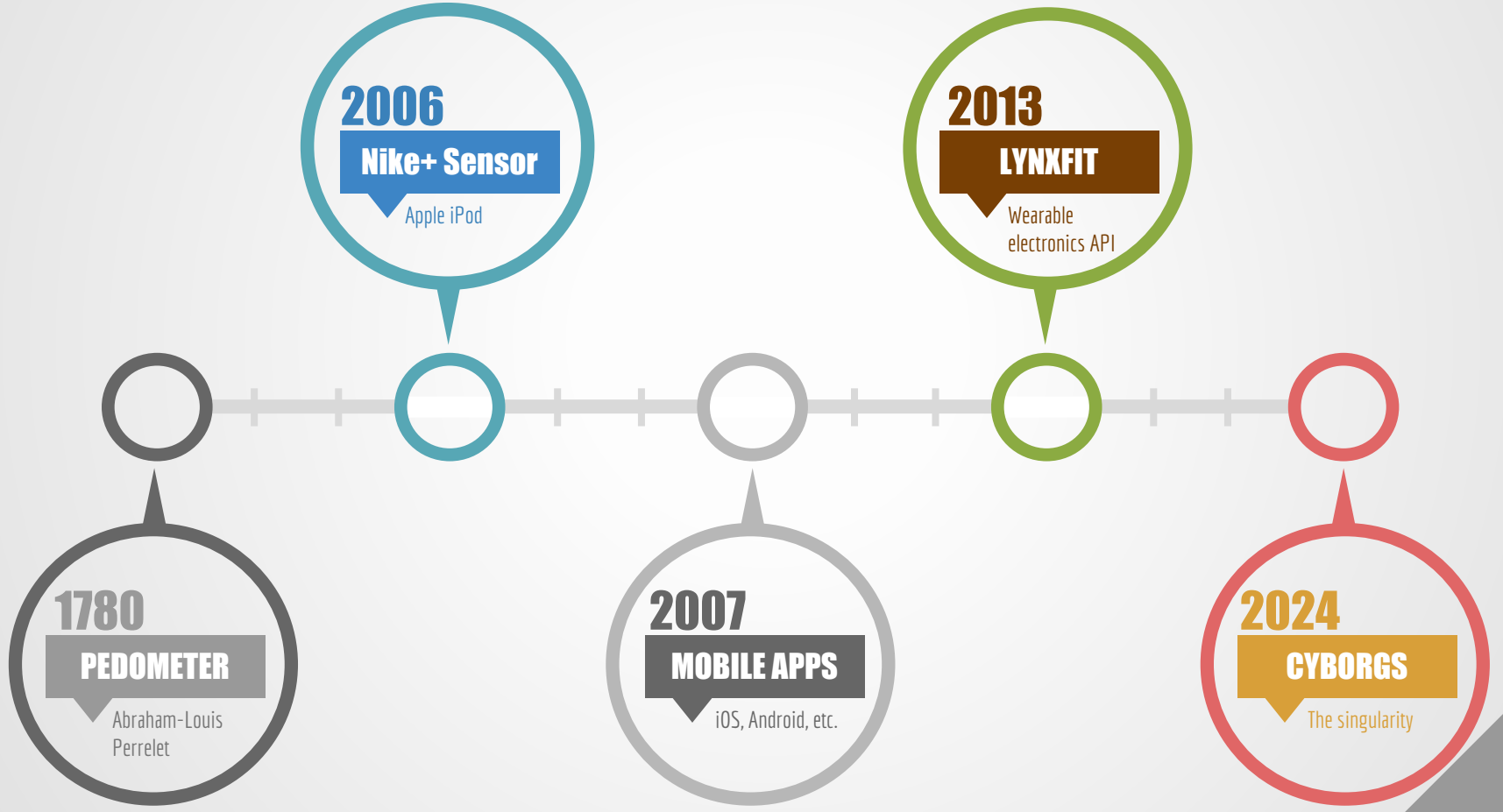
...also Director, Partner enablement at APX Labs



Wearable Computing:
an embraced ideal of
a continuously worn,
intelligent assistant
that augments our
senses, abilities &
communications

Thad Starner

Brief history of data driven wearables





wearables IRL

A man in a dark suit, light blue shirt, and striped tie stands on a city street. He has a small green camera mounted on his forehead and a black microphone in his mouth. The background shows a blurred city scene with trees, buildings, and a red awning. A woman with a red bag is partially visible on the right.

consumer



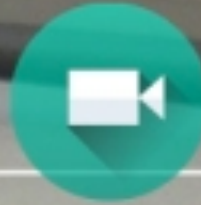
Patricia Ryan

42 yr old female

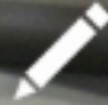
Last Check: 2:03pm (-00:27)



take
photo



share
view



patient
notes

...in healthcare

...in

public safety
journalism
tourism





...in fitness



LynxFit **empowers** exercise
content creators to **publish** onto
wearables.

Exercise programs

LynxFit API

3rd party SDK's



Exercise programs



Stanford
HEALTH CARE



UNDER ARMOUR

FINISH LINE
TRAINING



EQUINOX



LynxFit API



LYNXFIT



3rd party SDK's

Exercise programs



Stanford
HEALTH CARE



UNDER ARMOUR

FINISH LINE
TRAINING

FREE
LETICS

EQUINOX

SPARTAN COACHING
BUILDING BETTER HUMANS

LynxFit API



LYNXFIT



3rd party SDK's

recon
INSTRUMENTS

TIZEN

androidwear

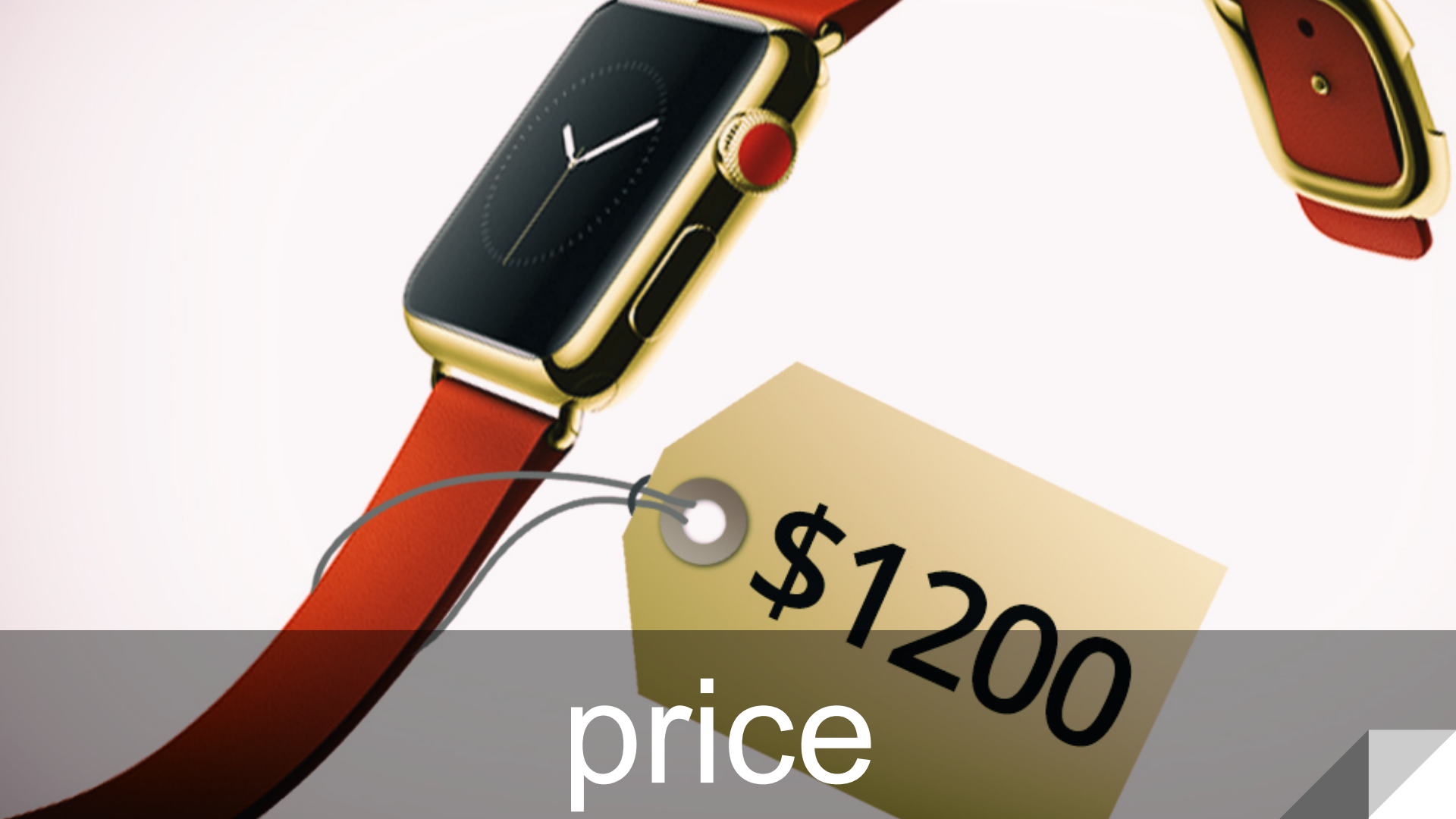
GLASS



GARMIN
Connect

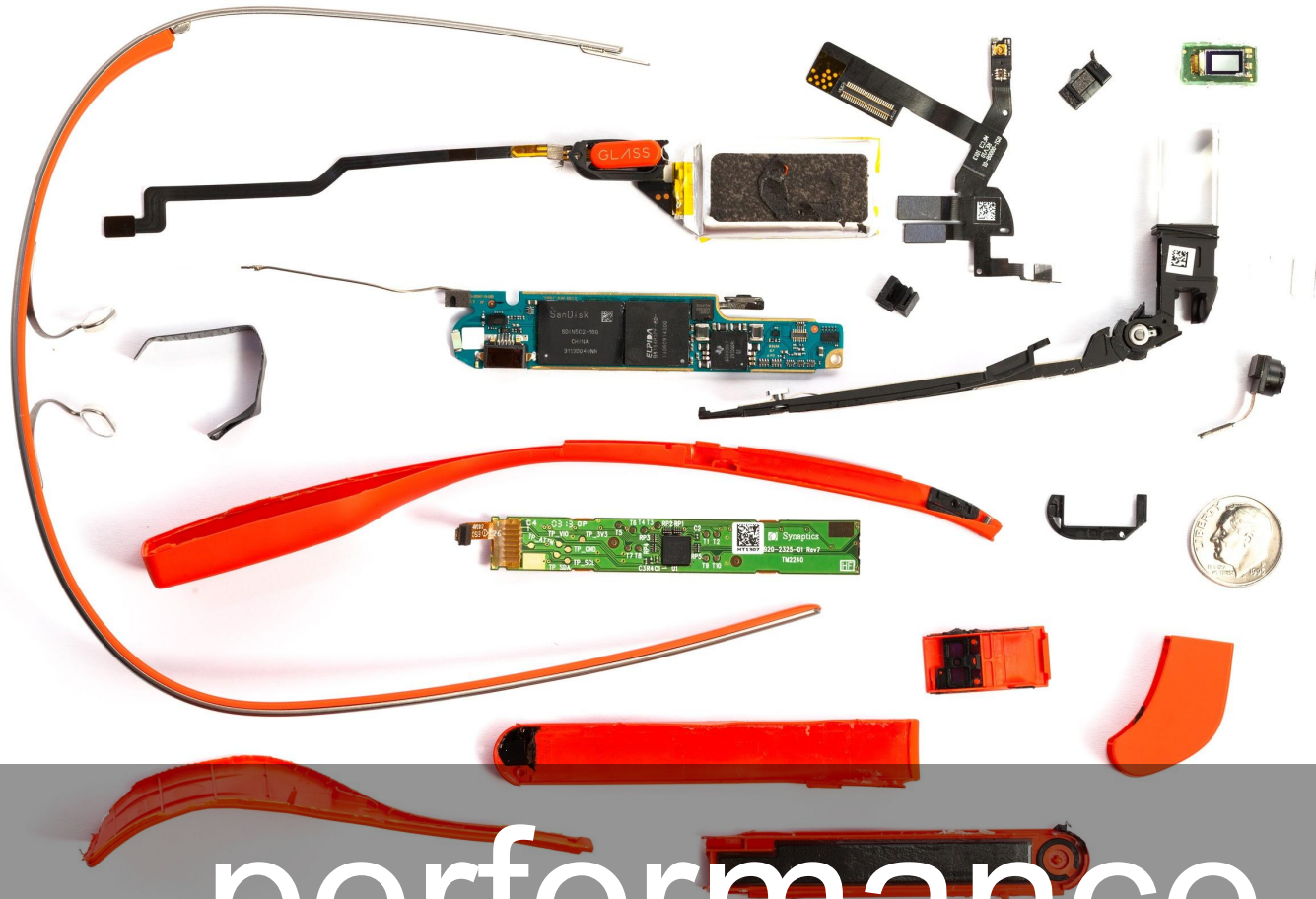


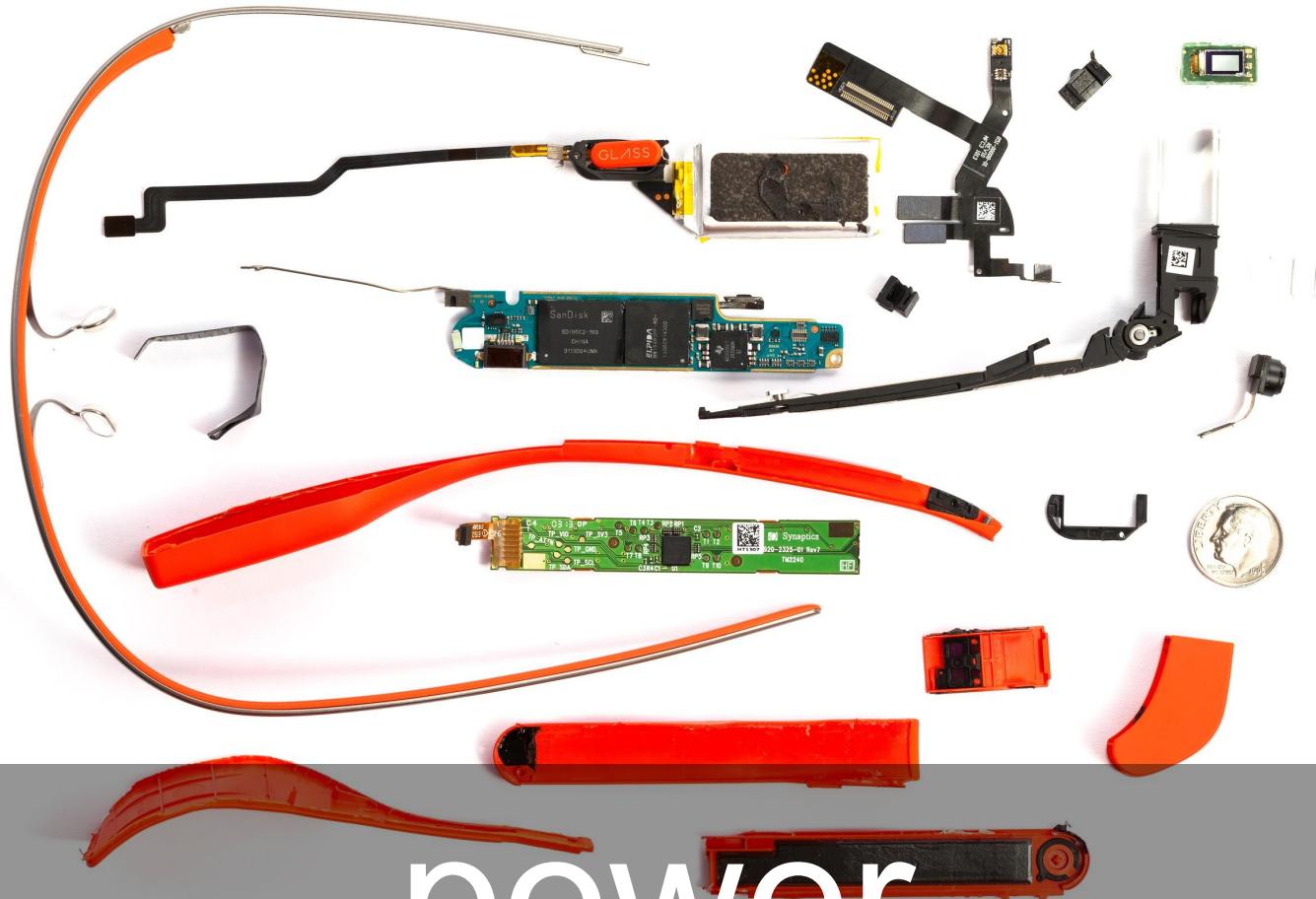
challenges



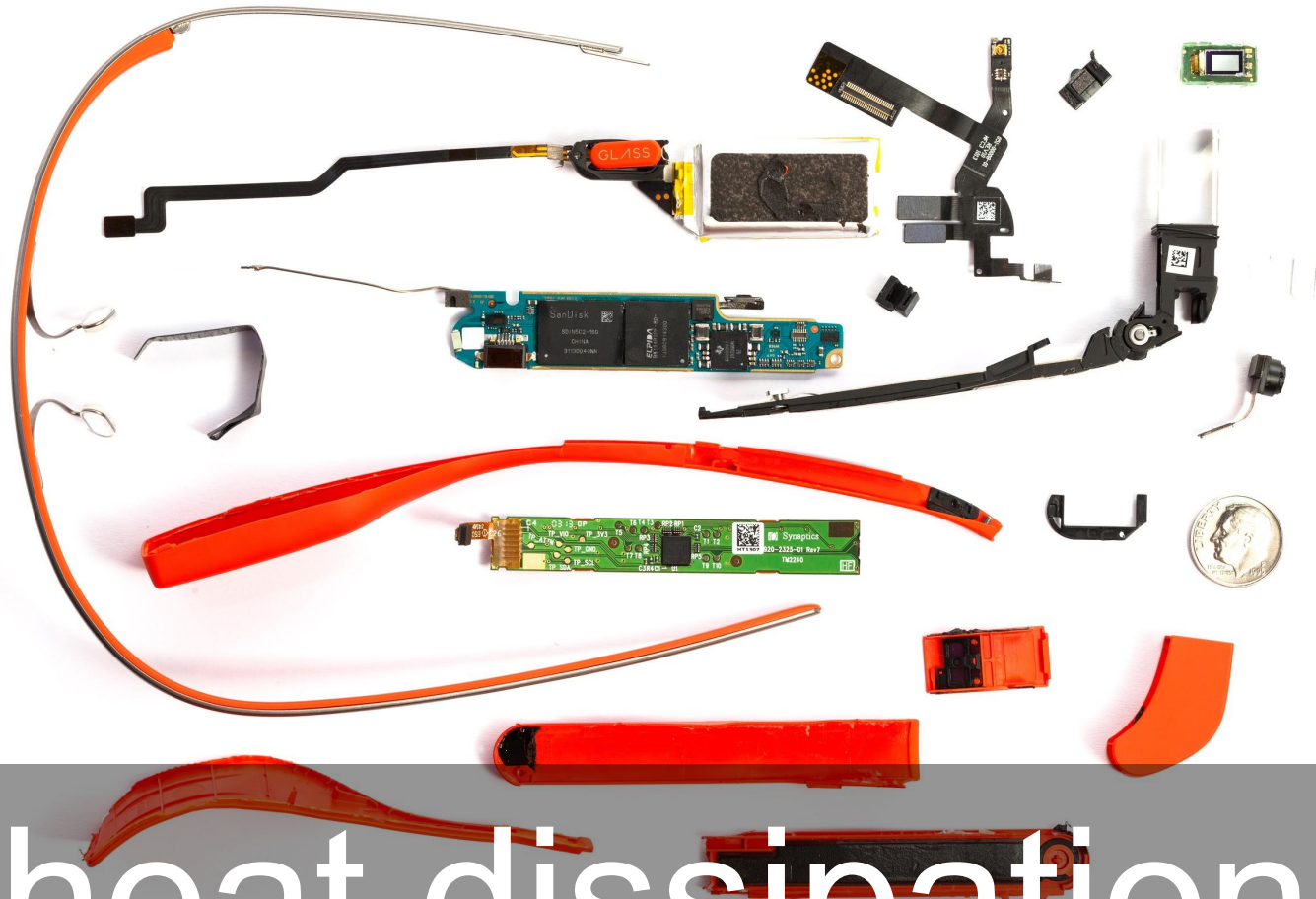
\$1200

price

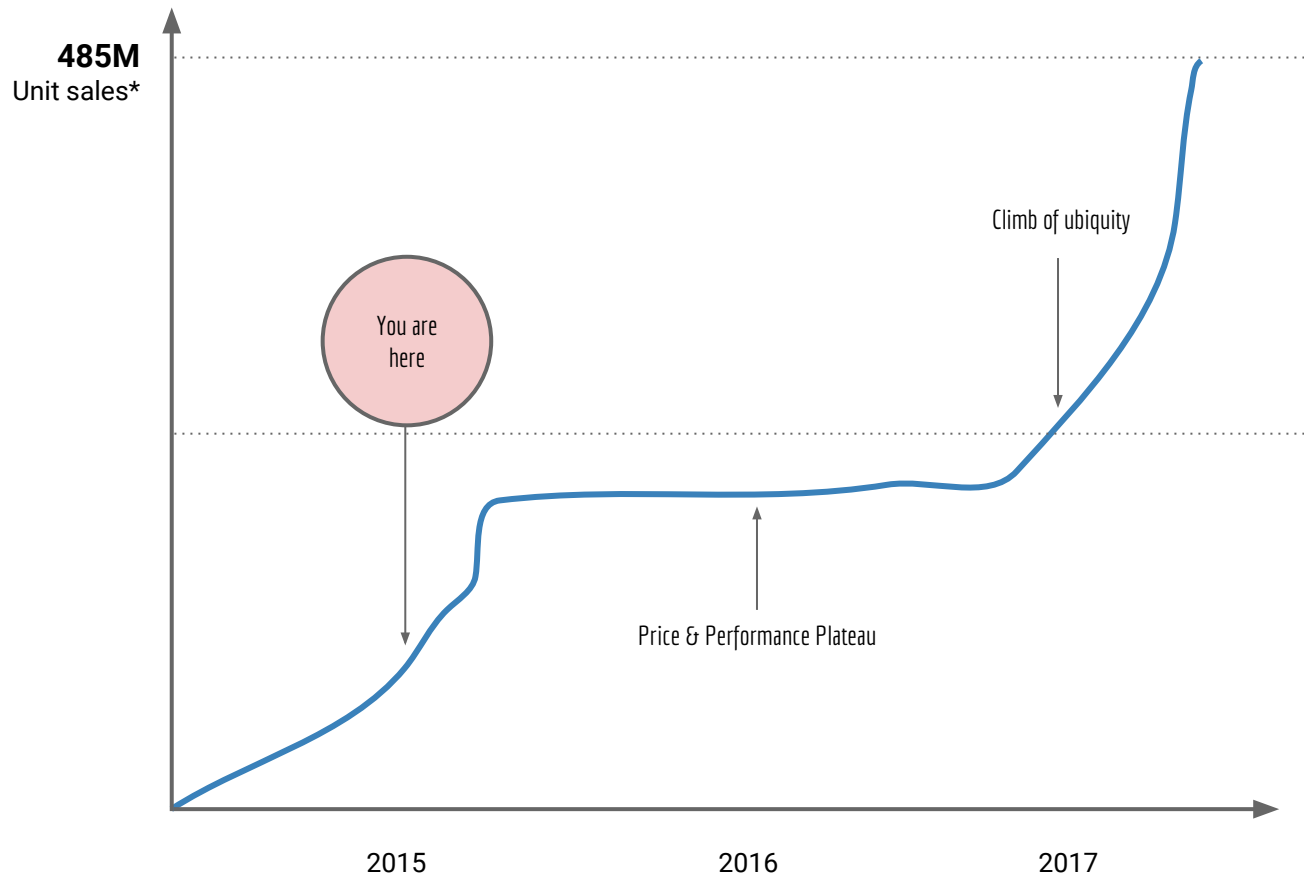




power



heat dissipation





...in the enterprise



Cable Installation - Step 2

Complete installation of negative and positive wires to backup power generator.

2 of 6

Incomplete ◆

deskless worker



Lessons for the future of
computing

...fin

