What's next in Mobile: Wearables

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Power of Sony



Our history in wearables



Bluetooth Watches
Notifications and media control in high quality wrist watch



LiveView
First generation "Android watch" for wrist wearing



SmartWatch
A leap forward in design, UX and features



SmartWatch 2
High performance with water resistance and NFC one-touch

2006 2007 2008 2009 2010 2011 2012 2013 2014



Mono Bluetooth
Miniaturized and high perforr headsets



DS200/DS205
Music centric stereo Bluetooth headsets



IS800
The worlds smallest stereo Bluetooth headset.



MW600/MW600S
The worlds best selling stereo Bluetooth headset



Smart wireless headset pro
HiFi audio quality and MP3 player with Smart features

HD VOICE

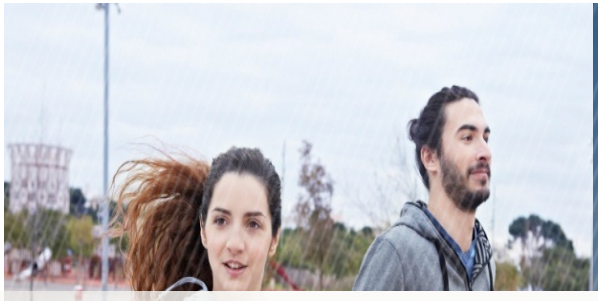
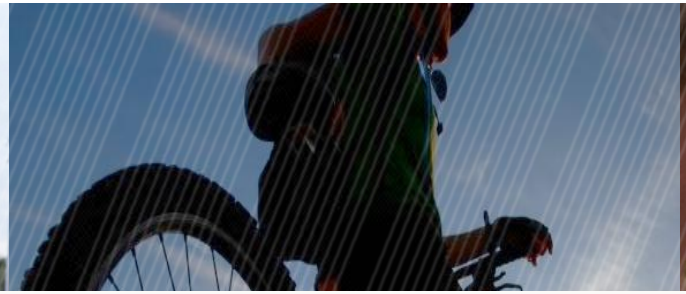


Sony SBH-52
Mini Bluetooth Handset with NFC One-touch



SBH-80
Hifi sound in wearable premium, headset

MARKET FORECAST

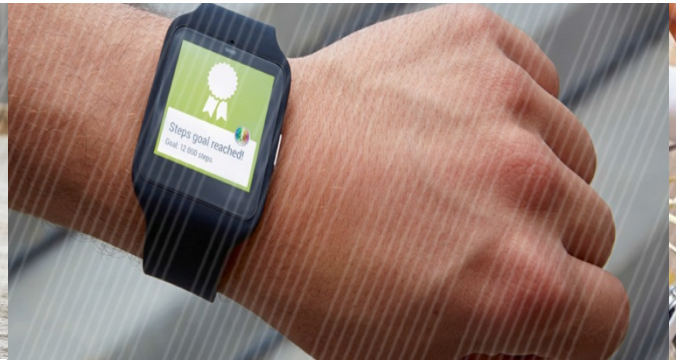




”Wearable fitness and personal health devices will be a

$5 billion market by 2016.

Technology providers will need to carefully consider which consumers and usage models to target”

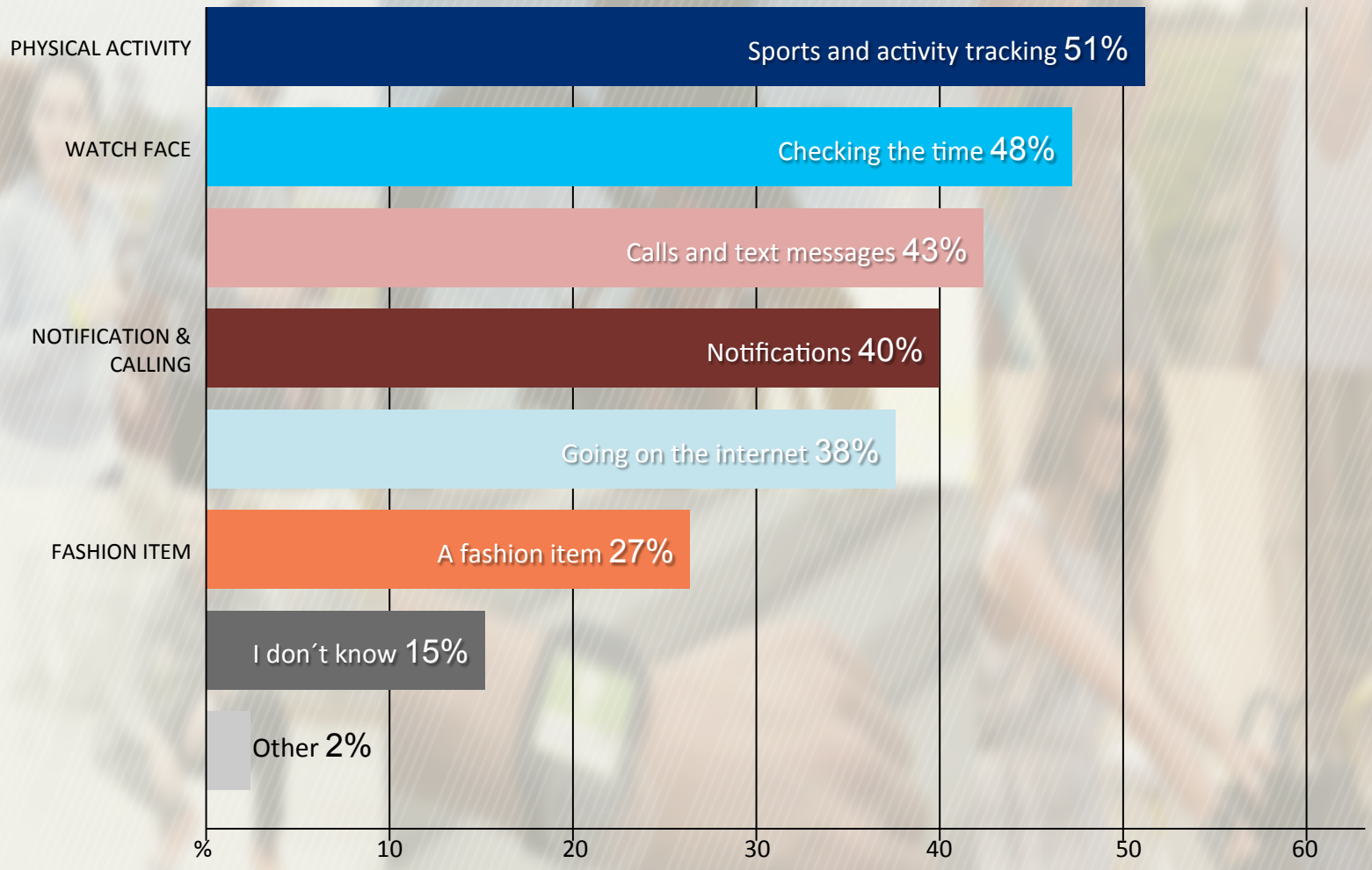
Gartner 1st July 2013



MARKET TRENDS

Views on the purpose of Smartwatches



Sample: 936 | Sep 2013 Source: CCS insight and On Device Research

Life is a Journey

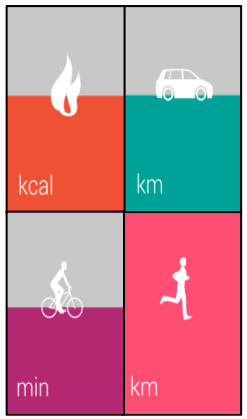


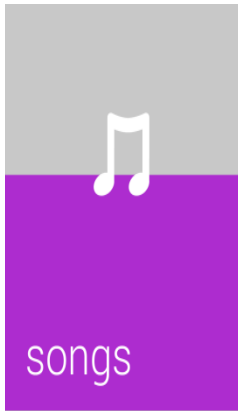
SmartWear Experience

User experience evolution

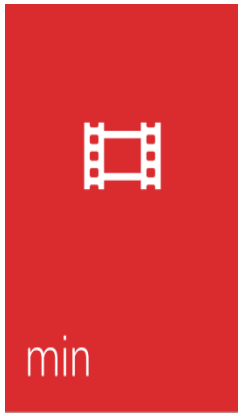



SONY
Today


kcal
km
min
km


songs


shots

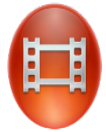

min


min



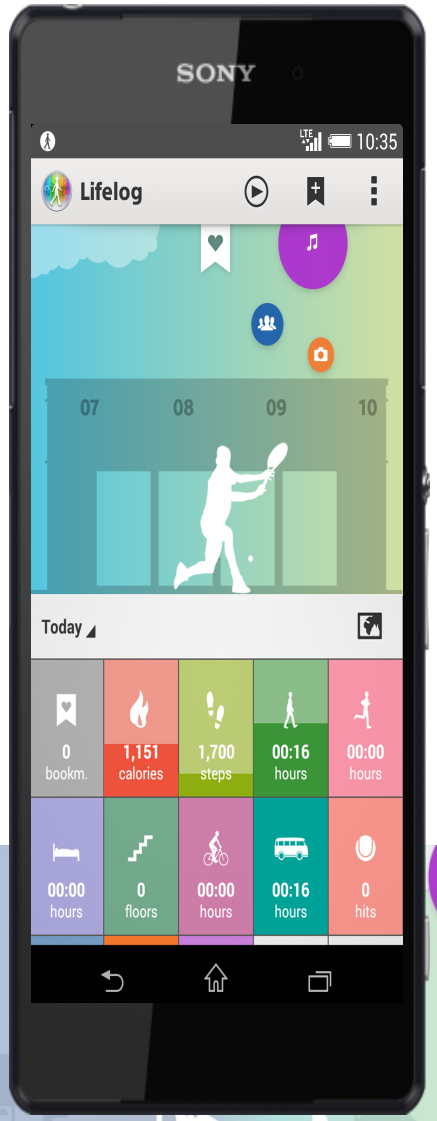








Log your life

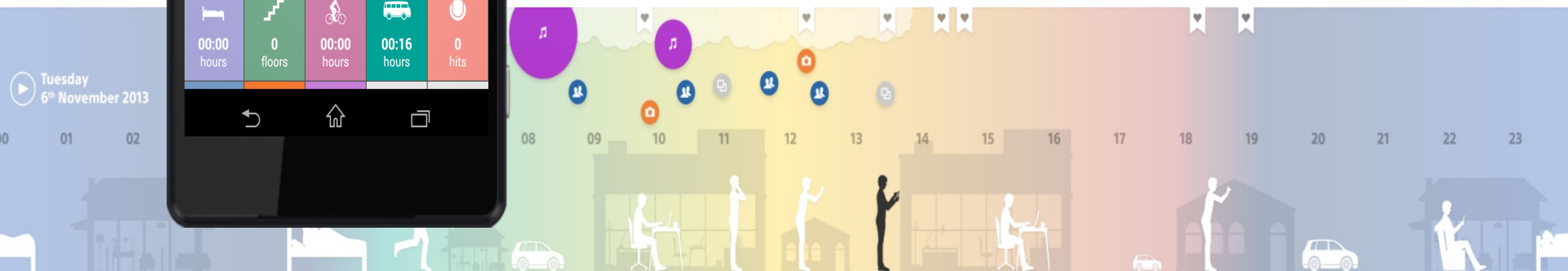


Log your life activities

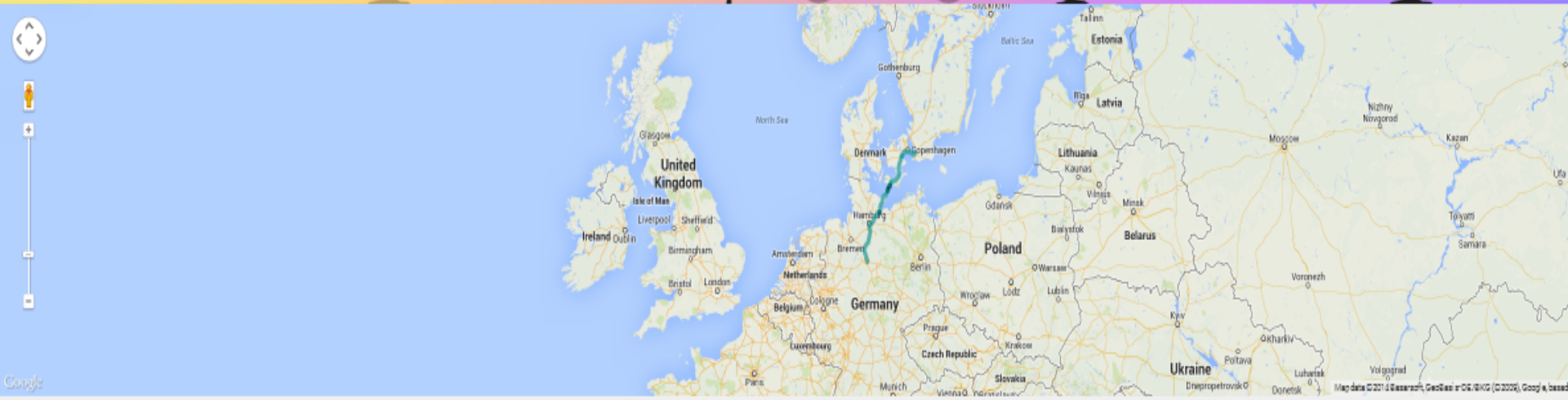
See all of your useful daily activities visualized in one place

Life story from past to future

Review your day, preview the future, rediscover your past







Calories

1083
calories

Walking

00:15
HOURS

Below goal	00:15 hours
Distance	0,28 km
Duration	00:15 hours

Steps

1495
steps

Running

00:00
hours

Sleeping

00:00
hours

Cycling

Vehicle

Social

Photos

00:00

Listen

Videos

Games