



Micro Experiences and Wearable Devices

FOR
SV IEEE

Inevitable Progression

AVG SESSIONS PER DAY

INCREASED ACCESSIBILITY




FIXED

PORTABLE

POCKETABLE

WEARABLE

SESSION SPEED
(GLANCEABILITY)

A man in a dark suit and tie is walking on a city street, looking at his watch. He is pulling a red suitcase. In the background, there are yellow taxis and tall buildings. The scene is set in a city, likely New York City, with a blurred background of traffic and pedestrians.

FLIGHT 422

DEPARTS 6:55PM
GATE 3B
ON TIME

- ALWAYS ON
- BIMODAL COLOR TOUCH SCREEN
- WIFI
- BLUETOOTH

A cyclist wearing a blue and white helmet, sunglasses, and a black and white cycling jersey is riding a mountain bike on a rocky trail. The background features a vast mountain range with green slopes and rocky peaks under a clear sky. The cyclist's jersey has the number 57 on the front.

01:18:36

AVG MPH: 13
HEART RATE: 153
ON TARGET

- ALWAYS ON
- BIMODAL COLOR TOUCH SCREEN
- WIFI
- BLUETOOTH
- GPS
- ACCELEROMETER
- MAGNETOMETER
- MODULAR

foursquare

LONDON PLAZA HOTEL

1348 1ST AVE

CHECKED IN

- ALWAYS ON
- BIMODAL COLOR TOUCH SCREEN
- WIFI
- BLUETOOTH
- GPS
- ACCELEROMETER
- MAGNETOMETER
- MODULAR
- ARM11
- UP TO 32GB
- WATER RESISTANT
- 36X32X12.5MM
- 22G
- 24-35 HOURS

Micro Apps

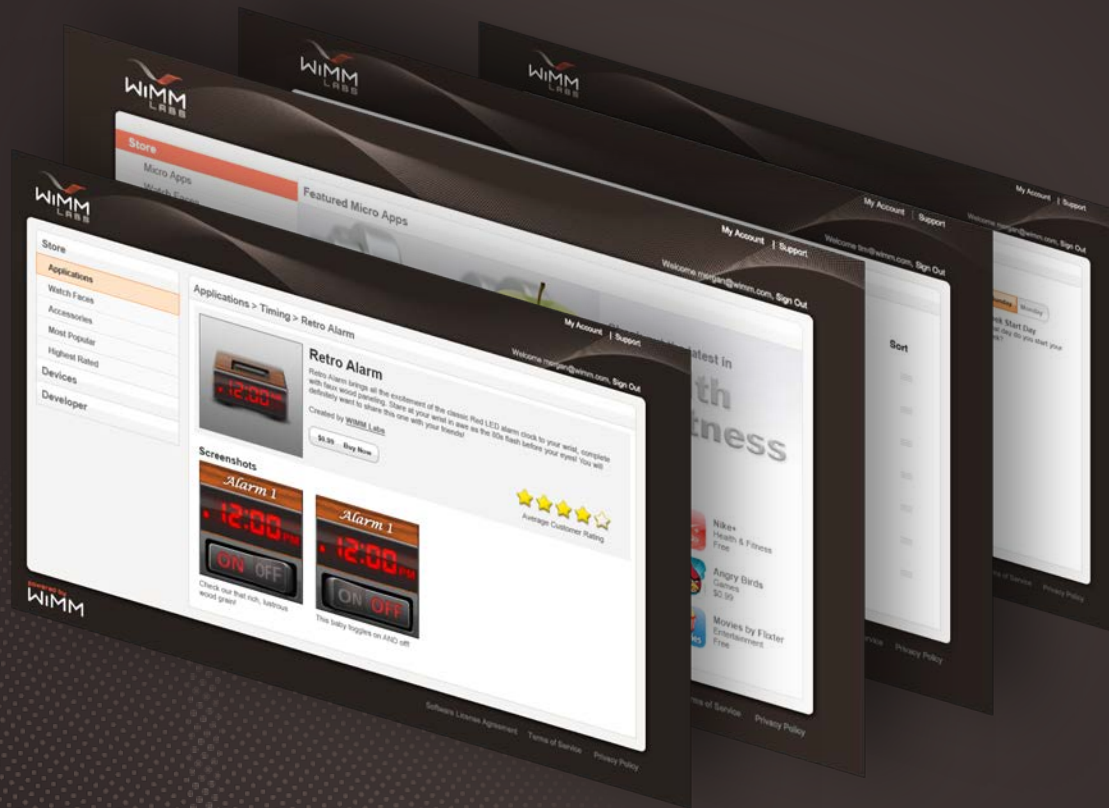


- SUBTLE
- IMMEDIATE
- RELEVANT
- GLANCES

- ANDROID 2.1
- 20 NEW APIS
- SDK
- HDK
- FORUMS
- APP VALIDATION
- MICRO APP STORE

Web Services

OWNER SITE

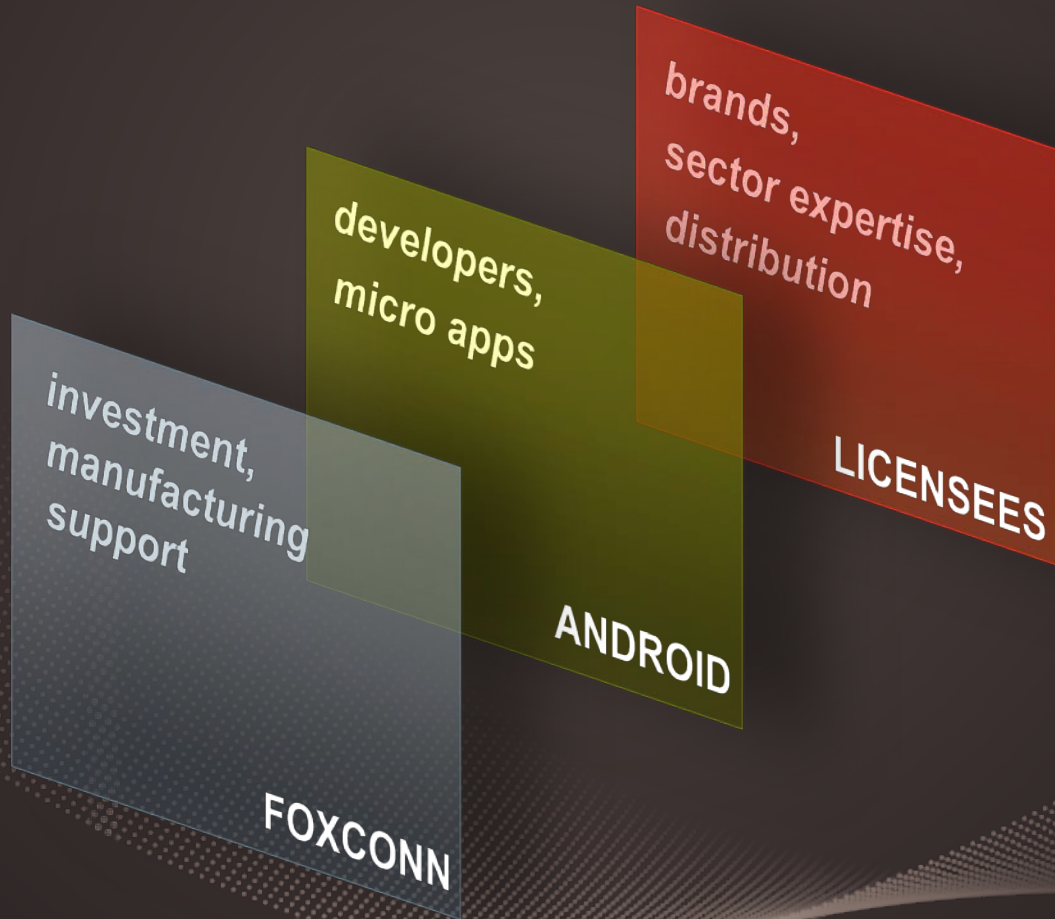


APP STORE

Demo

- Standby mode
- Watchfaces
- Weather
- Calendar
- Starbucks
- TiPP Calc
- Owner's site

A business model built for scale





Open technology platform for
personalized micro experiences
through wearable devices

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