Micro Experiences and Wearable Devices
Inevitable Progression

AVG SESSIONS PER DAY

INCREASED ACCESSIBILITY

SESSION SPEED (GLANCEABILITY)

FIXED
PORTABLE
POCKETABLE
WEARABLE
FLIGHT 422
DEPARTS 6:55PM
GATE 3B
ON TIME

- ALWAYS ON
- BIMODAL COLOR TOUCH SCREEN
- WIFI
- BLUETOOTH
AVG MPH: 13
HEART RATE: 153

ON TARGET

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

- SUBTLE
- IMMEDIATE
- RELEVANT
- GLANCES

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

- Standby mode
- Watchfaces
- Weather
- Calendar
- Starbucks
- TiPP Calc
- Owner’s site
A business model built for scale

- FOXCONN
- ANDROID
- LICENSEES
- brands, sector expertise, distribution
- developers, micro apps
- investment, manufacturing support
Open technology platform for personalized micro experiences through wearable devices

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