

# Wearable Computers For Biometric Data



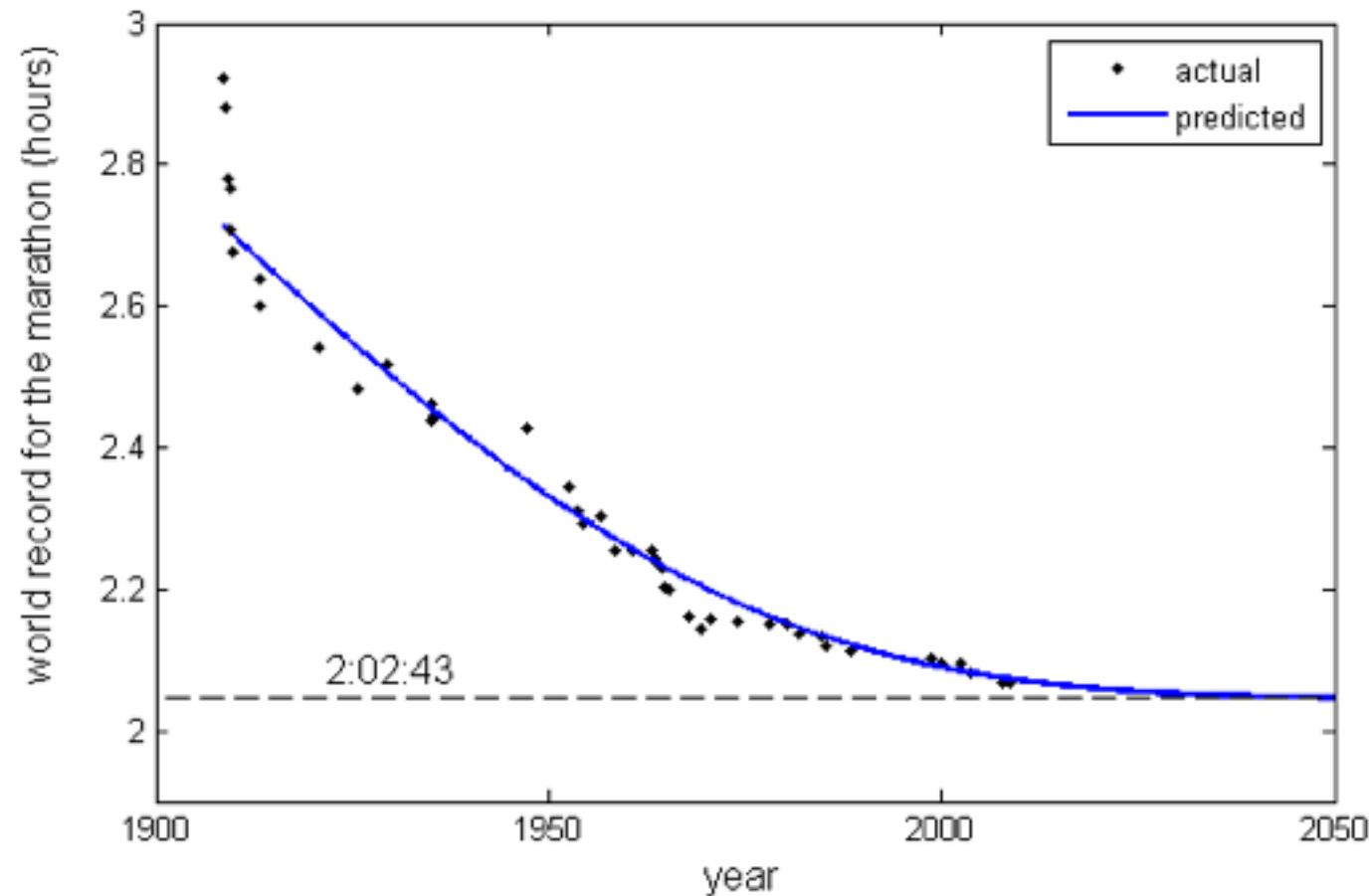
# Why Biometric Data?





People want to win !



# Why Biometric Data?



-  Athletes need real-time feedback to improve
-  You only improve what you measure

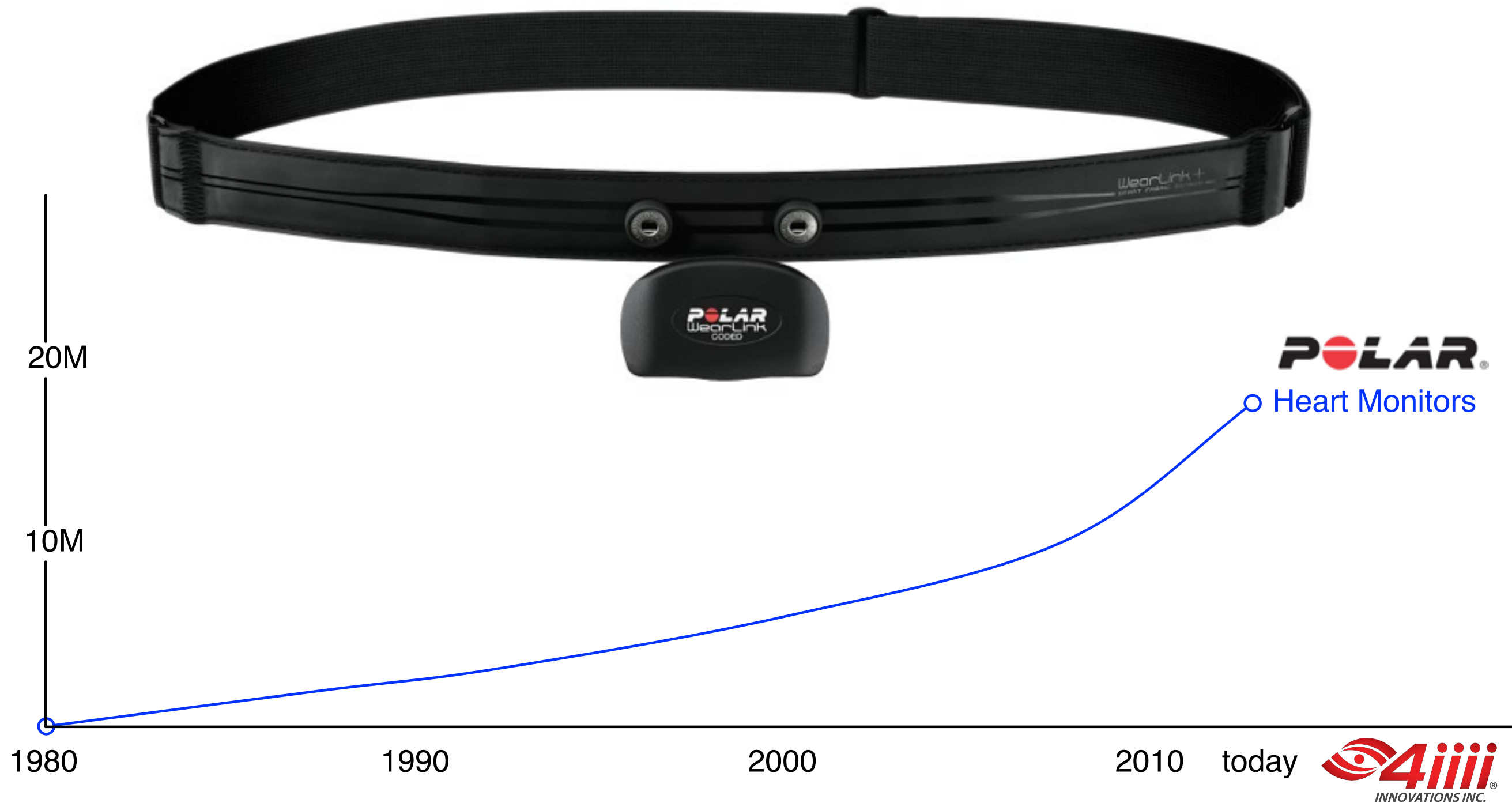
# What is Biometric Data?



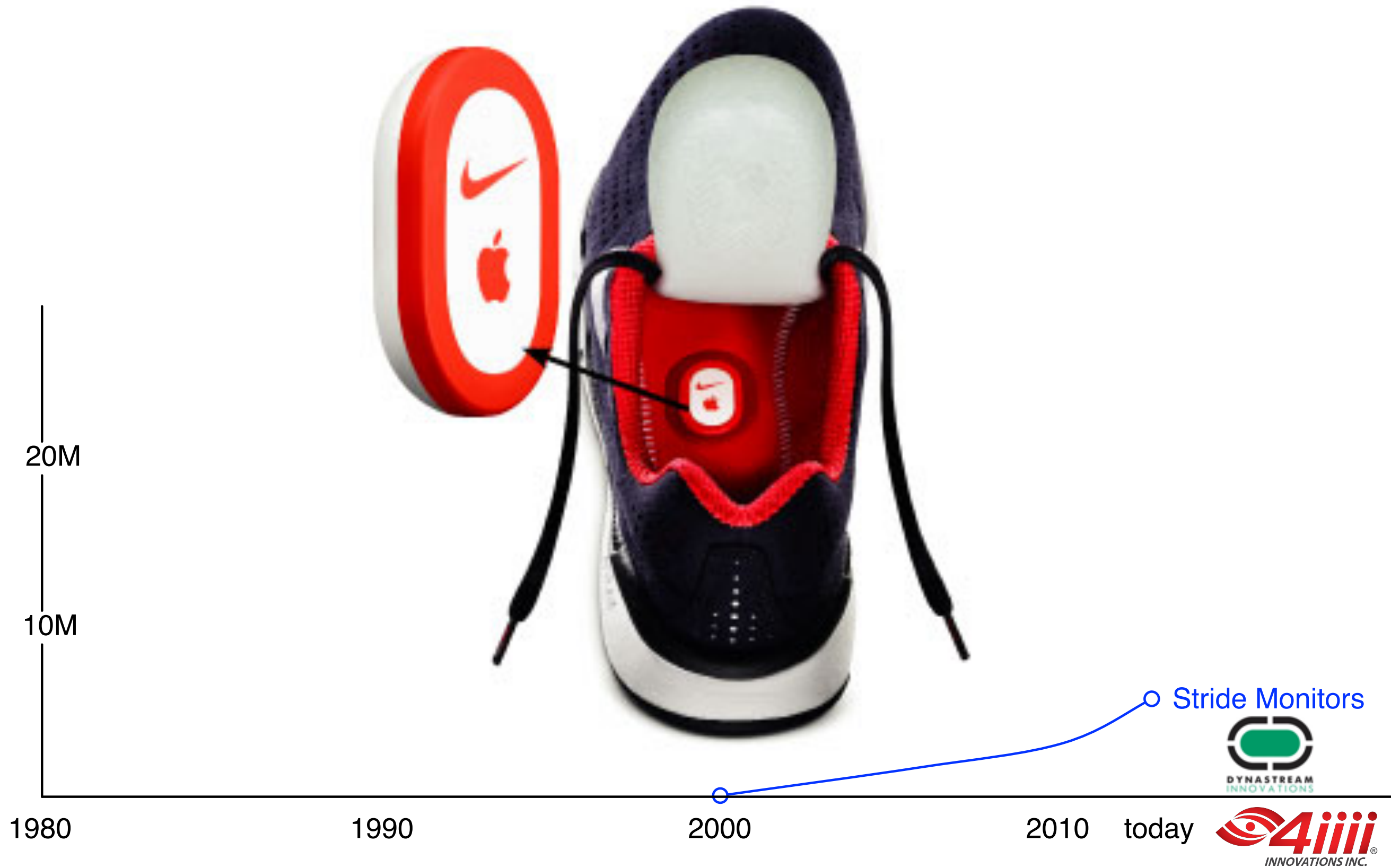
o Cycle Monitors



# What is Biometric Data?



# What is Biometric Data?

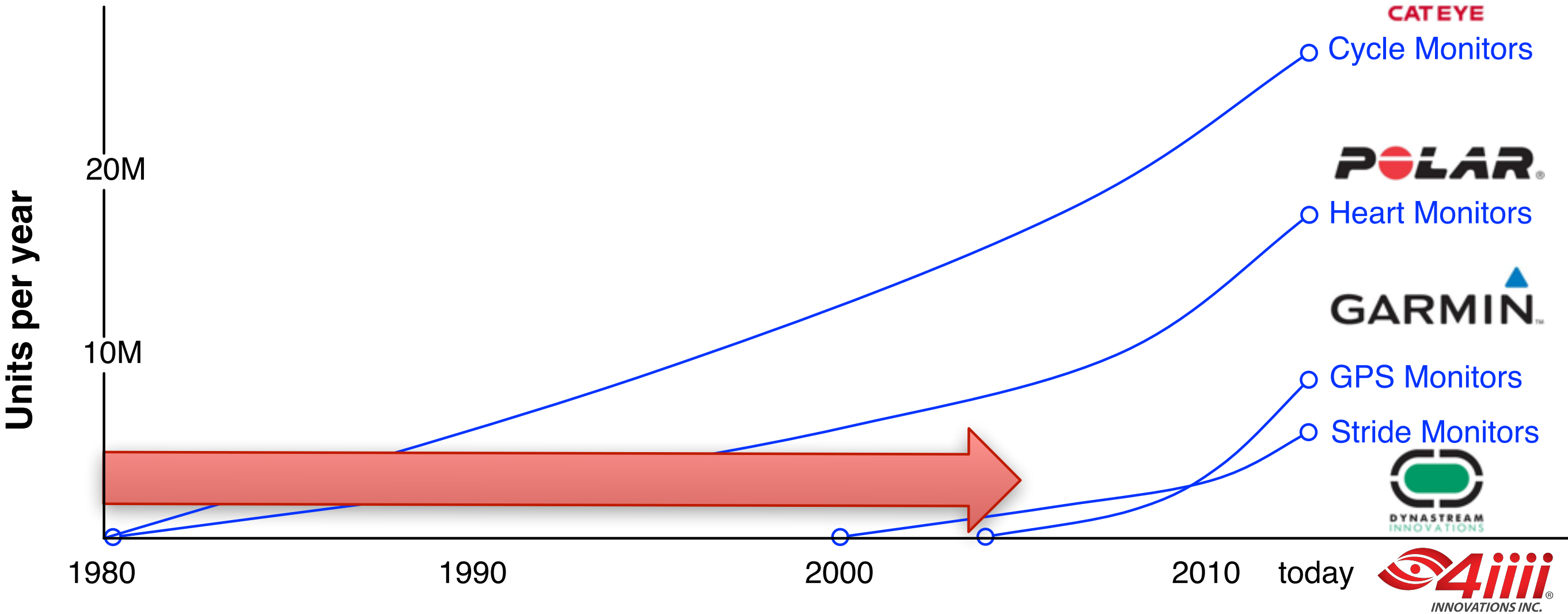




# What is Biometric Data?



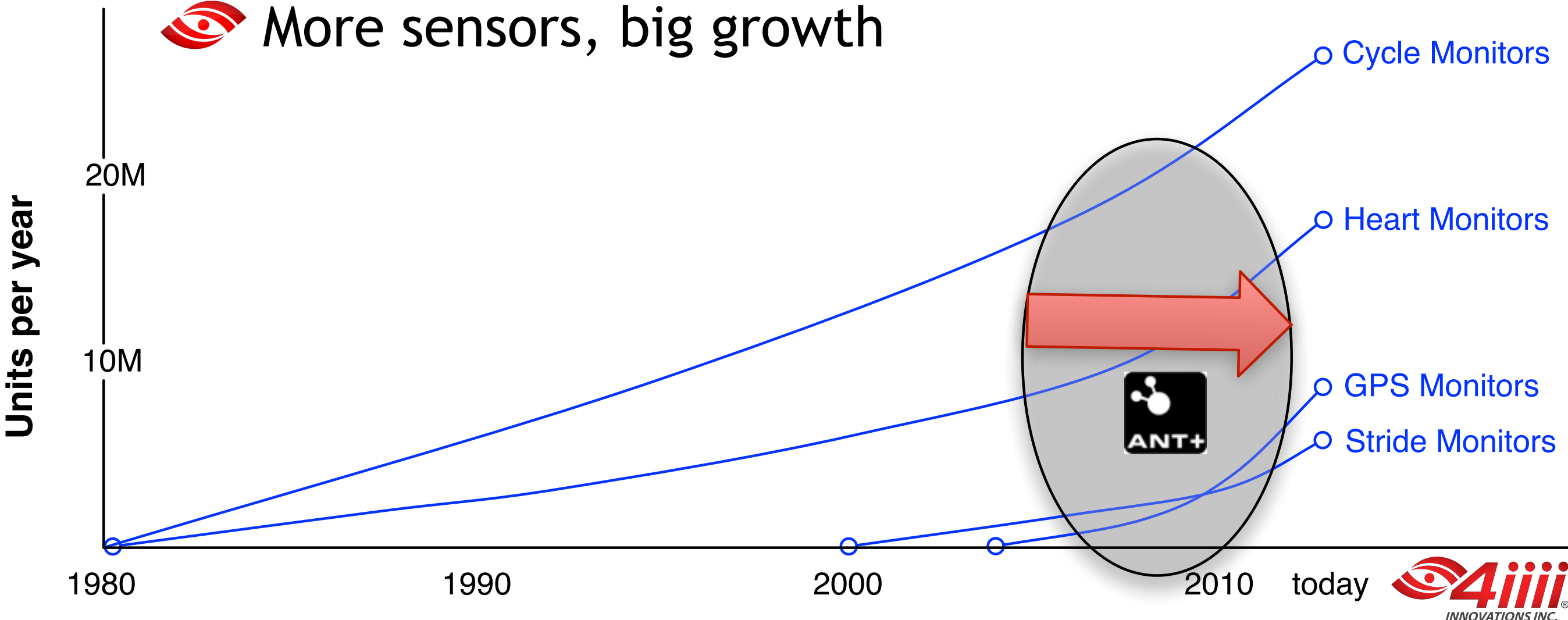
# Biometric Data





# Unification of Data

- ANT+ provides open platform, profile based
- 60M ANT+ devices deployed, 300 Manufacturers
- More sensors, big growth



# So what's the Problem?



- 👁 Athletes need real-time feedback to improve
- 👁 Current technologies are hard to use
- 👁 Hard to read, too much info, not relevant

# So what's the Problem?



## Relevant Information:





# *Sport***iiiiis**

*Your Ultimate Performance Coach*

- 👁️ BioFeedback Audio-Visual Performance coach
- 👁️ Receives data from multiple sensors
- 👁️ Attaches to any pair of glasses - 10g / 1/3 oz.
- 👁️ Does not impede vision - in the peripheral



# Sportiiiiis

*Your Ultimate Performance Coach*

- 👁 Intuitive User Interface - Green is Good
- 👁 Handsfree Audio feedback
- 👁 Set Preferences with iPhone / PC / Mac
- 👁 Simple, Affordable



“Power on Target,  
300 Watts”



# Sportiiiiis

*Your Ultimate Performance Coach*

## Point of View



Sportiiiiis guides you to targets for heart rate, speed, cadence and power with multi-colored LEDs and audio prompts



# *Sportiiiiis*

*Your Ultimate Performance Coach*



“Power on Target,  
300 Watts”





# Sportiiiiis

*Your Ultimate Performance Coach*

## Point of View



Sportiiiiis guides you to targets for heart rate, speed, cadence and power with multi-colored LEDs and audio prompts

# The Market is Ready

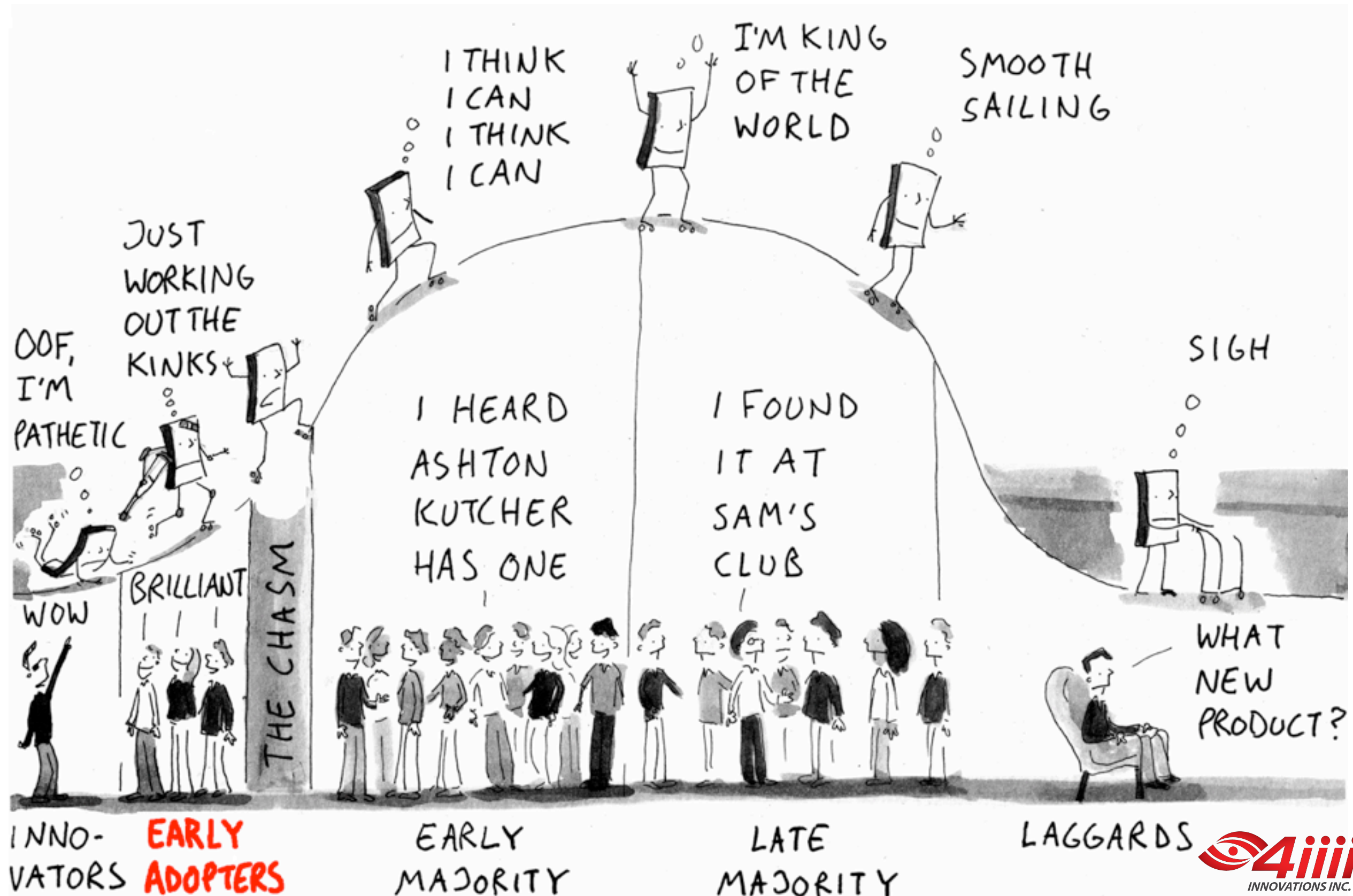


 Full graphical solutions

 Google is making Heads-Up cool



# Product Adoption Curve



# Summary - Big Trends



- 👁 Heads-up is here
- 👁 Data Overload - Relevant Information please
- 👁 Athletes need simple focused data
- 👁 Wearable Sensors - 40% growth year/year
- 👁 Integration into glasses would be next step

# Thanks!

Kip Fyfe

 Contact me at [kip@4iiii.com](mailto:kip@4iiii.com)

