

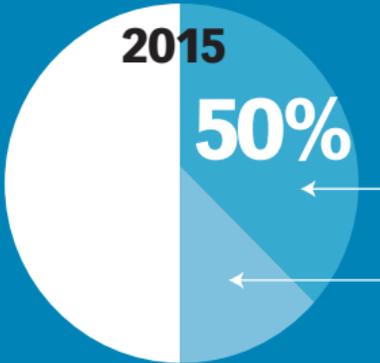


The fad, function and fashion of smartwatches

Smartwatches to go mainstream



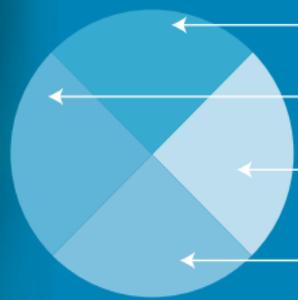
China ships 50%



China could account for 50% of smartwatch and wristband shipments

Apple could take a 10-15% share

Market players



- Startups/crowd-funding projects
- Consumer electronics vendors
- Traditional watchmakers
- Sportswear & fitness device manufacturers

Drop to US\$30



Battery life remains an issue

