

Smart Watch: Extending the Mobile Experience Q2 2015

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Abstracts

This report examines the emergence of the smart watch as a mobile device complementing the smartphone and extending the mobile experience for consumers. It outlines the goals and strategies of various stakeholders in the mobile device and service ecosystems and how the smart watch fits within their overall mobile strategy. The report also provides consumer perspective on the features, value, and use of the smart watch. It provides a five-year market forecast for smart watch unit sales and revenues.

Contents

1. REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach

2. SMART WATCH LANDSCAPE

- 2.1 Smart Watch Milestones
- 2.2 Smart Watch Adoption
- 2.3 Smart Watch Drivers
- 2.4 Smart Watch Brands and Market Performance

3. CONSUMER AND INDUSTRY PERSPECTIVES

- 3.1 Consumer Perspectives
- 3.2 Industry Perspectives
 - 3.2.1 Consumer Technology OEMs
 - 3.2.2 Traditional and Luxury Watch Manufacturers
 - 3.2.3 Fitness and Activity Tracking Device Manufactures
 - 3.2.4 Startups
- 3.3 Smart Watch Distribution

4. SMART WATCH USE CASES, APPLICATIONS AND PLATFORMS

- 4.1 Smart Watch Use Cases
- 4.2 The Smart Watch and the Smartphone
 - 4.2.1 Consumer Technology OEMs
 - 4.2.2 Traditional and Luxury Watch Manufacturers

5. MARKET FORECASTS

- 5.1 Forecast Methodology
- 5.2 Smart Watch Global Unit Sales (2014-2019)
- 5.3 Smart Watch Global Annual Revenues (2014 – 2019)

6. IMPLICATIONS AND RECOMMENDATIONS

7. APPENDIX

7.1 Glossary

7.2 Company Index

7.3 Image Sources

List Of Figures

LIST OF FIGURES

Companies researched or interviewed for the report
Smart Watch Launches 2015 and Beyond
Smart Watch Penetration in the US
Intention to Purchase a Smart Watch
Interest in the Term “Smart Watch” Over Time
Smart Watch Brands Purchased (2013 - 2014)
Major Smart Watch Brands and Flagship Product Features
Smart Watch Gift vs Self-Purchase
Smart Watch Purchase Price
Smart Watch Purchase – Top Purchase Considerations
Smart Watch Players – Strengths and Weaknesses
Smart Watch Players – Fashion and Technology Positioning
Weekly Smart Watch Activities
Smart Watch OS Platforms
Smartphone Interface Approaches
Smart Watch Global Unit Sales
Smart Watch Unit Sales by Region
Smart Watch Global Annual Revenues
Smart Watch Annual Revenues by Region

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