

Smart Watch and Beyond: New Mobile Experiences

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Abstracts

Smart Watch and Beyond: New Mobile Experiences analyzes current adoption and purchase patterns for smart watches, including prices paid, brands purchased, retail channels, and purchase considerations. It assesses current demand for smart watches and smart watch features and it analyzes consumer preferences, particularly with regard to smartphone and app interoperability.



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ABOUT THE RESEARCH

PREVIOUS RESEARCH

360 View: CE Adoption & Trends (Q1/15)
2014 Holiday Purchase Intentions (Q4/14)
Wearable Computing: Fitness and Health in Style (Q3/14)
360 View: Health Devices and Services for Connected Consumers (Q3/14)
360 View: Mobility and The App Economy (Q2/14)

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