



# SESSION 204-E ROUNDTABLE: *How Are Wearables Wearing?*

Organizer: Andy Marken, President, Marken Communications

Chair: Brian Zahnstecher, Principal, PowerRox

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# Opening Statement

- Just as with any other type of computing system, a wearable device can only be as good as its power management/efficiency and memory.
- Moore's Law (arguably) seems to be winding down, where flash memory appears to be on an exponential growth curve. Storage is finally catching up with compute.
- In a world of clouds, SDNs, NFVs, etc., is there even a point of focusing on HW sales of wearable devices or are we moving towards a complete "Services Economy Renaissance"?



## Panelists:

- Tim Bjarin, President, Creative Strategies
- John Feland, CEO/Founder, Argus Insights
- Brian Markwalter, Sr VP Research/Standards, CEA



# Tim Bajarin, Creative Strategies



# John Feland, Argus Insights

*What is holding back Wearable adoption for consumers, medical and the enterprise is not market demand, but poor design.*

*A \$17k watch has not solved the issue.*



# Brian Markwaller, CEA

Unit  
Volume



Business  
Value

# Food For Thought

- *With so many wearables devices [predicted to be] out there, will point-to-point networks become more dominant in overall networking solutions?*
- *As key components are monolithically integrated (i.e. – SoCs) and memory densities grow, how will the capabilities of wearables be impacted?*
- *Do you see energy harvesting technologies enabling mitigating external charging anytime in the near future?*

# Food For Thought

- *Will there be ethical and moral gray areas when wearables become so small and integrated that the user may not even be aware of their presence and/or capabilities?*
- *Are we perpetuating a negative psychological impact to society with having too much wearable device integration?*
- *Does anyone predict the memristor (RRAM) to have a major impact on wearables...eventually?*