

What You Wearing

Episode 1

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What Had Happened Was...?

[All aboard the Flat Earth cruise – just don't tell them about nautical navigation](#)

Do You Even Nerd/Geek?

[Top Domestic Grossing Films of 2018](#)

Say What?!?!?

Alondo

- Fitbit was founded in early 2007 by James Park and Eric Friedman
- TechCrunch 50 conference on 9 September 2008, pitched product concept - expected 5 to 50 pre-orders - they got 2,000
- Problems with their initial design - antenna not working correctly. Put a piece of foam on the circuit board to fix the design flaw
- End of 2009 - shipped 5k devices - 20k orders
- The device was picked up to be sold in Best Buys - rest is history
- Fitbit Classic - looked like an old-timey clothespin - clipped to clothing - LED display - inspired by motion sensors in Wii controllers
 - Tracked your motion - number of steps
 - Tracked your sleep patterns - had to be strapped to a wristband
 - Did not measure heartrate

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- 2011 - Fitbit One and Fitbit Zip - added Bluetooth - distance travelled - floors climbed - calories burned - sleep patterns
 - Synced data to account on their website and iPhone and Android devices
 - Scandal in 2011 - user data was defaulted to be public - revealed sexual activity stats - company changed setting to private - contacted Google, Yahoo, Bing to have sexual statistics removed from search engines
 - 2010 > 58k units - 2011 > 208,000 units - 2012 - 1.2 million
 - 2014 - released a watch style fitness tracker called Fitbit Force
 - Steps Taken - Distance Travelled - Calories burned - Stairs climbed - Active minutes
 - Sold 21 million units
 - Lots of complaint of irritation of the skin - nickel in it caused allergy flare ups - had to be recalled.
 - 2015 > 21 mil units - 2016 > 22 mil units - 2017 > 15 mil units
 - Currently offers 2 smartwatches and 5 fitness trackers (one targeted at kids) and a scale that wirelessly connects to their devices.
 - 25 million active users - 50 of 500 biggest companies corporate clients - carried in 39k stores in 86 countries -
 - Data collected by FitBit not protected by HIPAA and can be subpoenaed - In 2016 - data from a woman's fitbit used in court to prove she lied about being sexually assaulted
 - Brings up general concerns about health information being shared or sold to third party companies
 - 72% of users are female
 - Average user 6h 38m of sleep

Bevan

Cynthia

Other References

Articles

[The Past, Present, and Future of Wearable Technology](#)

[The Story of Fitbit: How a Wooden Box Became a \\$4bn Company](#)

[Smartwatch Timeline: The Devices that Paved the Way for the Apple Watch](#)

[The patented history and future of... Samsung's smartwatches](#)

[Use Walkie-Talkie on your Apple Watch](#)

Music

Intro and Outro music - Brasilia by Michael Glass

[See What Had Happened Was - Kutt Calhoun](#)

[Flat Earth Society - Bad Religion](#)

[What You Wearing - Ekg \(f/ Fred Nice\)](#)