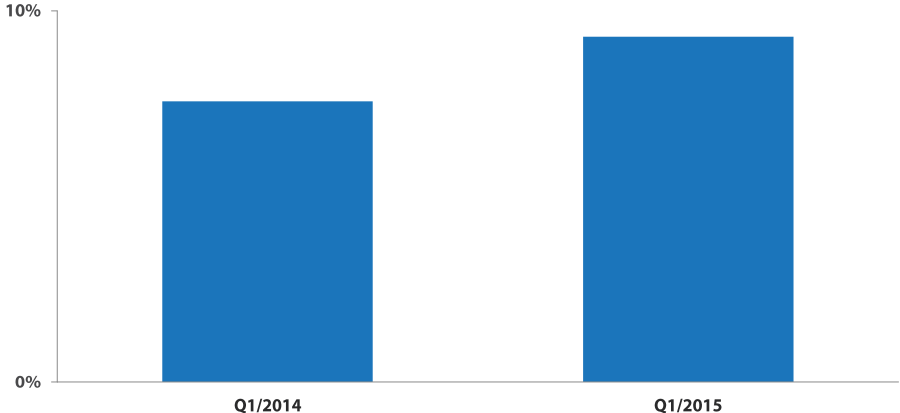


<p><b>Synopsis</b></p>	<p><b>Smart Watch Purchase Intentions</b></p>
<p>This report examines the emergence of the smart watch as a mobile device complementing the smartphone and extending the mobile experience for consumers. It outlines the goals and strategies of various stakeholders in the mobile device 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.</p>	<p style="text-align: center;"><b>Intention to Purchase a Smart Watch</b> U.S. Broadband Households</p>  <p style="text-align: right;">© Parks Associates</p>
<p><b>Publish Date:</b> 2Q 15</p>	<p>“Smart watch features and functionality have driven early adoption of the smart watch. However, design, fashion, and personalization are becoming important elements as smart watch vendors strive for greater mainstream adoption of smart watches,” said Tejas Mehta, Research Analyst. “Platforms like Apple’s WatchKit and Google’s Android Wear are extending the reach of the smart watch into all areas of the digital lifestyle, which will further fuel the evolution of the smart watch as a mobile device platform.”</p>
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Alpina	LG
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Apple	Logitech
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Bitfinder	Microsoft
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Garmin	Samsung
Google	Sony
Guess	Spotify
HP	Swatch
Huawei	Tag Heuer
IFTTT	Telefonica
Indiegogo	Vector
Kickstarter	Withings
Kronoz	Yo
Latch	

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