

## Sony unveils new product range at CES 2015

A sleek stainless steel edition of SmartWatch 3, new Lifelog collaborations, and concept wearable devices, including a multi-sensor, waterproof headset prototype designed for optimising performance and providing real time insight on the running track, are just some of the new products from the Sony Corporation unveiled at CES 2015.



Sony SmartWatch3

"Our approach to smart, wearable technology is based on the fundamentals of building depth and variety in user experiences, and providing choice with beautiful, functional products," said Kaz Tajima, Senior VP, Head of UX Creative Design and Planning at Sony Mobile Communications. "The expansion of Lifelog, both in terms of its open API and our vision for new wearable concepts will allow creative partners to integrate their apps and services to our platform - giving our users access to the richest, most varied wearable ecosystem."

SmartWatch 3, in stainless steel, features a 1.6" 320×320 TFT LCD Transflective display for visibility in bright sunlight and is water protected, rated IP68 - it charges via a standard microUSB port.

Golfshot and iFit are two developers already creating Android Wear experiences with SmartWatch 3's standalone capability, for both performance on the course and track respectively - from January, every SmartWatch 3 user will have exclusive access to the premium Golfshot and iFit apps out of the box<sup>3</sup>.

### Lifelog - inspiration through insight, for any Android user

Downloadable from the Google Play Store, Lifelog is the popular Android app built to help you set personal goals, monitor progress, get to know yourself better and make smarter choices about your health, entertainment, and more.

- Access Recipes on IFTTT for intuitive connections between Lifelog and your favourite apps
- Develop healthy habits with Habit Monster, so you can learn more about yourself within Lifelog
- Use Withings Smart Body Analyser and its other connected health devices, to monitor your weight, BMI, and body fat in Lifelog

Sony Corporation's Smart B-Trainer prototype is a waterproof all-in-one headset style device with multi-sensor capability specifically designed for runners. The current prototype features inbuilt memory - and will provide voice coaching, as well as music playback, intelligently suggesting the most suitable soundtrack to accompany a runner during a workout.