



« **Quelles sont les applications** qui vous intéresseraient le plus sur une montre connectée?

n°1

Connexion avec smartphone pour notifications
mails, SMS, ...

n°2

Applications de santé (fréquence cardiaque, suivi calories...)

n°3

Connexion avec smartphone pour la **gestion des appels**

n°4

Applications de sport (entraînement, performances, GPS...)

SMART WATCHES



Main application areas



UK



USA



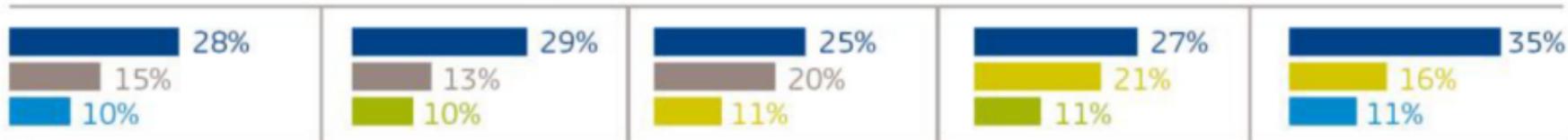
Germany



South Korea

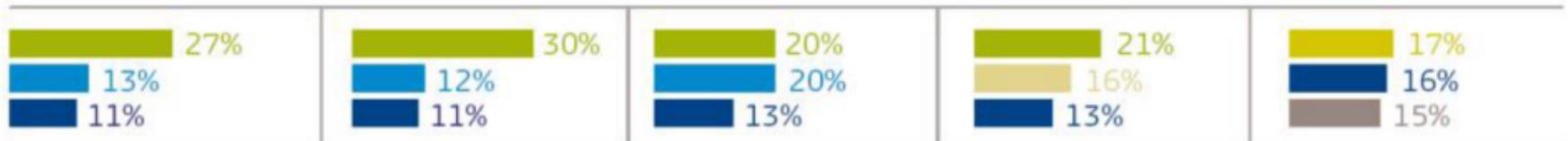


China



→ Time telling → Passing phone calls → Basic apps → Navigation system → Activity tracking

Main purchase criteria



→ Price → Brand → Activity tracker → Ease of use → Accuracy → Functionality

ACTIVITY TRACKER



Main application areas



UK



USA



Germany



South Korea



China



Fitness monitoring



Fitness monitoring



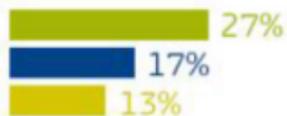
Fitness monitoring



Indepth personal statistics review



Health monitoring



Main purchase criteria

- Price → Brand → Compatibility with devices → Accuracy → Ease of use