

Smart Watches Fell on their (smart)Face in 2016

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One of the biggest things I've noticed over the past few years is how marketing really works. Companies create a product that isn't in demand, try and create excitement around the product that no one really wants and then convince us that we need it. 3D TV was one such product - as well as Smart Watches. While they can be handy in certain situations, they aren't a product that everyone needs - and people are figuring that out - which is why sales of these devices was pretty flat this past year. What would it take for you to buy one - if you haven't already?

Battery life continues to be unsatisfactory, the cases are usually still too thick, and companies still struggle to balance timeless design with futuristic functionality. Google, which originally planned to launch Android Wear 2.0 this year, is pushing that update to early 2017. The new version will apparently allow for apps that can run independently on smartwatches without requiring a companion phone, something that Apple's watchOS 2 has offered since fall 2015.

Source: [Engadget](#)