

SAMSUNG SMARTWATCH



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TOPICS

Corina:

Introduction of Samsung Smartwatch

Background of Samsung

Olu :

Challenges before introducing Modern Technology

Shawaiz:

Insights to the modern technology

Michal:

Impacts of Modern Technology

Catalina:

Lessons drawn from the case study

Conclusion

INTRODUCTION OF SAMSUNG SMARTWATCH

- This presentation focuses on the Smart Watch Technology Samsung
- The first device in the series ,the Samsung Galaxy Gear smartwatch , was announced at its Unpacked event at IFA in September 2013.
- On strap is a 1.9 megapixel camera that's able of shooting video. It is an Android-based software



BACKGROUND OF SAMSUNG

Aims and objectives

- ▶ The AIM of this company is :”to devote its talent and technology to creating superior products and services that contribute to a better global society”
- ▶ This mission statement consist of the following components:
 1. Making improvements to the communities
 2. Products and services superiors to others
 3. Resources and technology devoted to human

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CORINA

CONTINUATION

- ▶ The objective for Samsung would be :
 1. To promote their company and products all over the world and useful to customers so that they can make profit out of it.
 2. Samsung would try to gain in industry the leadership position
- ▶ Samsung's vision statement is “to inspire the world with our innovative technologies , products and design that enrich people's lives and contribute to social prosperity by creating a new future”.



CHALLENGES BEFORE INTRODUCING MODERN TECHNOLOGY

- ▶ Having our personal information
- ▶ Navigation
- ▶ Carrying payment cards
- ▶ Health tracking



CONTINUATION

- ▶ Saves time... alerts us on deadlines , times, date and social media notifications
- ▶ Take call without our phones.
- ▶ Able to check the weather
- ▶ Able to listen to audible books



INSIGHTS OF MODERN TECHNOLOGY INTRODUCED

Has changed the way we
pay forever

- No need for physical cards or cash
- This has also forced businesses to improve their technology
- Susceptible to hacking and leak of personal information

Sleep Tracking

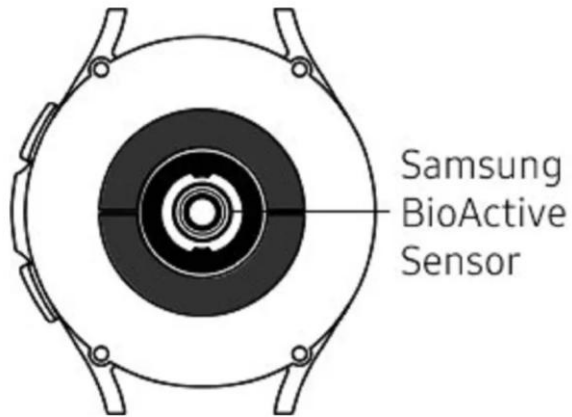
Automatically tracks your time asleep & time restless, to help you tailor your habits for a better night's sleep.



CONTINUATION

- ▶ Gives us more information about our bodies than ever before
- 1. Tracks our physical activity throughout the day
- 2. A full body analysis
- 3. Health sensors

IMPACTS OF MODERN TECHNOLOGY



- ▶ As Samsung on 11th of august 2021 introduce new generation of smartwatch galaxy 4 , they came up with breakthrough technology that overtook other smartwatch companies
- ▶ BioActive sensor have significant influence on modern technology
- ▶ One chip that provides power for three health sensors – detect Afib irregular heartbeat , Optical heart rate, Electrical Heart Bioelectrical impedance analysis , measure blood oxygen level
- ▶ Around 15 seconds sensors will gather 2,400 data points.

CONTINUATION

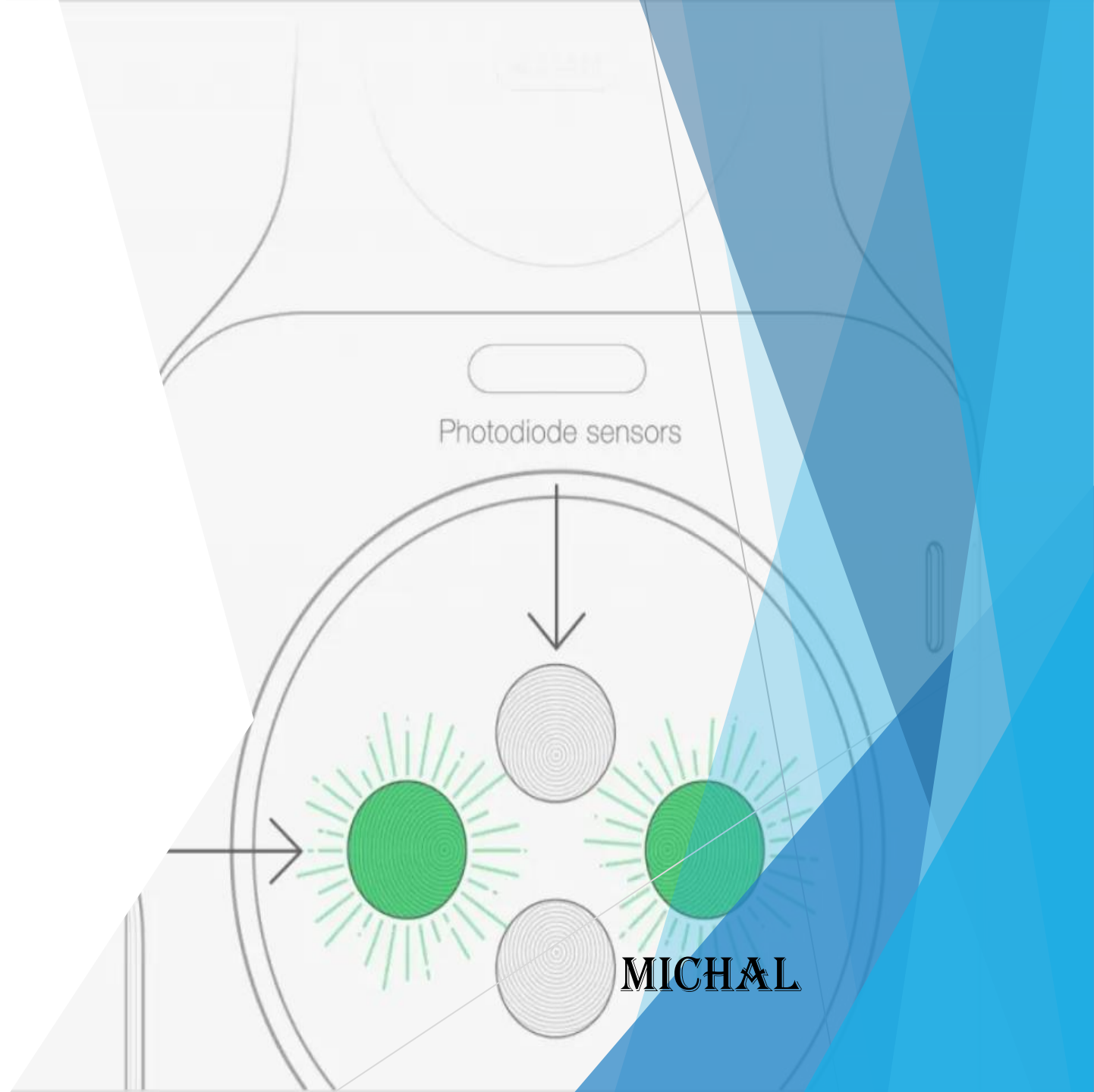
► Function as a :

1 . (ECG) function is designed for monitoring out heart rate

And alerting us in case of any irregular functions of our heart.

2. Bioelectrical Impedance Analysis or BIA allows us to understand our body fat percentage, body weight and skeletal structure

3. Optical heart rate sensor measuring our blood pressure throughout method called low intensity infrared (IR)



Disadvantages of a Smartwatch

Disadvantages is :

1. Limited battery life
2. Inaccurate data
3. Gets outdated easily
4. Not necessary gadget

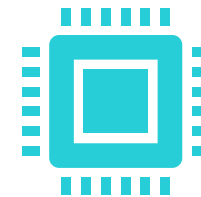
LESSONS DRAWN FROM THE CASE STUDY



By 2022, there will be more than one billion linked wearable gadgets in use around the world.



With wearable technologies, such as smartwatches and virtual reality headsets, the way corporations automate their workforces is changing (Davoudi et al., 2019).



Customers, employees, and assets all benefit from the use of wearable technology. Increasing sensor density and precision are now possible with wearables because of advancements in battery technology.

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CONTINUATION

- ▶ The earliest use of smartwatches was in the field of physical fitness (there is an entire health and fitness wearable app category derived from this).
- ▶ Since then, though, their usefulness has increased significantly. They are now capable of receiving emails, playing multimedia and games, transferring files, and even acting as smartphones.



CONCLUSION

The rate of technological progress is accelerating dramatically, impacting every element of human existence.

Due to technological advancement, things that were formerly unimaginable are now routine. Smartwatches are one example

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