InfinIT invites to the seminar Wearable Technology Wednesday 25 June 2014 in Copenhagen.

New markets and trends are arising within the wearable technology field. For both users and businesses, wearable technology presents an opportunity to find exciting ways to integrate technologies with our bodies and personalizing our relationship with technology more than ever before.

At this seminar frontend researchers and writers will present their view on this new field of technology as well as entrepreneurs, developers will be showcasing their products and ways of working.

The workshop language is English.
Seminar: Wearable Technology, 25 June 2014 in Copenhagen

PROGRAMME

09.10-09.25  Registration

09.25-09.35  Welcome
             InfinIT

09.35-10.00  Internet of Sports
             Stina Nylander, PhD and senior research scientist at SICS Swedish ICT and Mobile Life Centre
             Stina Nylander is leading the project "Internet of Sports" at Mobile Life, where she is exploring how to
design the next generation of services for sports and physical activity. A wide range of sensors for
body metrics are available, and many consumer products for exercise and sports have been released in
the past few years. At Mobile Life she has been looking at how we can use this technology to enhance
the experience of doing sports and avoid reducing humans to data in a number of design projects and
service prototypes.

10.00-10.20  The Leikr product - how to deliver innovation that is relevant for the end user
             Cristiano Cairo, Product management, sales and marketing, Acorn Projects-Leikr
             Consumer electronics are a fast-paced industry. Cristiano Cairo from Leikr will present his work with
advanced sports electronics and give an insight on how winning products have to drive immediate and
recognizable benefits to emerge from the crowd.

10.20-10.45  Quantified Self
             Anders Høeg Nissen, writer and journalist at DR
             The process of collecting, analyzing and acting on data about ourselves and our surroundings has many
use cases, both in our personal lives and in healthcare and other public and business areas. And there
are many gadgets, apps and services with a huge potential, but also many challenges. How do you
start collecting data? How can you use them? And why should you even bother?
             At the same time, self-tracking is already going through a rapid, constant transformation. We’ll look
at some of the trends and technologies that shape both the QS movement as well as the rest of our
digital world, from sensor networks and augmented reality to wearables and artificial intelligence.

10.45-11.00  Break

11.00-11.25  Wearables That Work: Ten Lessons From the Field
             Carl Alviani, Content Strategist at Ziba
             In the past few years, wearable technology has evolved from a theoretical playground into a viable
category of consumer goods, and it’s forcing designers to look closely at the details that make them
adoptable and successful. Drawing on recent projects from our own studio, as well as examples from
the broader market, Carl Alviani from Ziba presents ten hard-won lessons for designing wearables that
actually work.
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**11.25-11.50**  
**Wearables: Why Poetry Matters**  
*Rikke Koch, Senior Concept Developer/Wearables, The Alexandra Institute*

In recent years, the wearables field has moved towards gadgets and away from smart textiles. There are many good reasons for this, e.g. that the plastic-based gadgets are more stable and less fragile. With these gadgets come some typical ways of communicating information to the user. But before we become too immersed in the world of wristbands, earplugs and smart watches measuring our physical status and communicating them in hard numbers, we should consider which possibilities of communication we leave behind. With the point of departure in wearable prototypes developed at The Alexandra Institute, Rikke Koch will talk about modes of communication in wearables and the necessity for poetic communication when the technology is attached to our body day and night.

**11.50-12.15**  
**Dialogue and discussion**

**12.15-13.15**  
**Lunch**