



PRODUCTS

INDUSTRY

RESEARCH

RETAIL

SUBSCRIBE

AUG 18

2015

FITNESS

# Sports Tech Launches From Epson, Misfit, Livall, Bracketron, Blast Motion

Wearables, sensors track and sync for sports nuts and gym rats

8/18/2015 10:00:00 AM Eastern



By: Lisa Johnston

Follow @LisaM\_Johnston

Like 8

Tweet 9

6



Summer is still enforcing its cruelty in many parts of the county; TWICE is based in New York and, frankly, it's beyond us why anyone would want to exercise in this ungodly disgustingness. But for those who just refuse to quit (or those who are blessed enough to live in a place where you can take a deep breath without making a

pained face), a handful of companies have released new devices and **wearables** specifically geared toward all kinds of sports and fitness.

## NEWSLETTER SIGNUP

### Free E-Newsletters

Subscribe to our FREE eNewsletters



## TALKBACK TRENDING

David Elrich

*"This chain is not long for this world. Finance..."*

Conn's Names Norman Miller CEO, Sells Off Consumer Debt ·

Craftsman

*"That smile looks like it came from Sears!!!"*

Conn's Names Norman Miller CEO, Sells Off Consumer Debt ·

Bob

*"The Kenmore Elite grills were manufactured by..."*

Court OKs Weber Infringement Suit Against Sears ·

Derrick

*"iPhone 6, 6 plus, iPads, iPods and more is now..."*

Tablet Screen Sizes Grow As iPad Pro Beckons ·

[View All →](#)

SUBSCRIBE NOW



**Epson's** Runsense SF-110 is Epson's newest GPS watch — and its most affordable at a \$139 suggested retail. The water-resistant GPS watch can track steps, distance, pace, calories burned and altitude, among other things, and it boasts a 10-hour battery life when the GPS is on and seven days when it's not. It comes in blue, green or black, and users can customize the LCD screen for different real-time tracking. In terms of app syncing, the SF-110 will work with MapMyRun, Strava and, of course, Epson's Run Connect iOS and Android app.



**Misfit** and **Speedo** are teaming up for a wearable geared specifically toward swimmers. The \$79.99 Speedo Shine, available Sept. 1, will track lap counts, distance and calories burned. Like Misfit's other Shine, this one is waterproof to 50 meters, and it can also track other activity. What's the difference between the Speedo Shine and the other Shine? Well, this one can track laps regardless of stroke type, a Misfit spokeswoman told us, and it comes in a

# TWICE

sign up for a  
free subscription

**SUBSCRIBE NOW**

## RELATED STORIES

### These Are The 5 Newest Headphones To Take On Beats & Bose

- 9/04/2015 11:00:00 AM  
America/New\_York

Combining the IFA 2015 show in Berlin with the usual

### Epson's Bright Idea To Expand The Projector Market

- 8/25/2015 05:00:00 AM  
America/New\_York

Epson is attempting to bring projection to the mainstream

### Simple Matters' Low-Cost Vibrating Ditto Pairs To Smartphones

TWICE Staff - 8/13/2015 08:15:00 AM  
America/New\_York

Santa Monica, Calif. — Start-up Simple Matters has

new silver color the company is calling "Pure." It will also soon be compatible with an upcoming Speedo app.



**Livall's** Bling Helmet is the Swiss Army knife of bike helmets. The \$356 smart helmet packs in Bluetooth speakers, walkie-talkie functions, a cadence sensor to measure activity, and a three-axis gravity sensor that can detect falls and send out an SOS alert to a smartphone contact. An included wireless remote clips to the handlebars and allows bikers to activate turn signals in some of the built-in 80 LED lights. This is an **Indiegogo campaign** that has already smashed its \$20,000 funding record several times over.



**Bracketron's** new rugged Bluetooth speaker, part of its Xventure Cabana line, is an all-in-one speaker, speakerphone, flashlight and backup smartphone

battery that's designed to be clipped to a bike. The company promises 28 hours of playtime for the \$34.99 device, which measures 6 inches long.



**Blast Motion**, which makes performance-tracking devices for a **wide range of sports**, has now teamed with Easton for a Bluetooth swing tracker. The \$149 sensor slips over the knob of any bat and will transmit a swing score to a smartphone.

**Want to read more stories like this?**  
**[Get our Free Newsletter Here!](#)**

**TAGS:**  
[Epson Misfit Speedo Livall Bracketron Blast Motion crowdfunding](#)

SHARE THIS POST   Like 8   Tweet 9   6

<a href="#">Tumblr</a>
<a href="#">Facebook</a>
<a href="#">Twitter</a>
<a href="#">Email</a>
<a href="#">Print</a>
<a href="#">Gmail</a>
<a href="#">More... (294)</a>
<a href="#">AddThis</a>

0 Comments Twice

1 Login

Recommend Share

Sort by Best



Start the discussion...

Be the first to comment.

ALSO ON TWICE

WHAT'S THIS?

### Panasonic Surprises IFA Crowd With Its 1st 4K OLED TV

4 comments • 6 days ago



Peter Mortensen — Nice, except it is curved.

### Court OKs Weber Infringement Suit Against Sears

1 comment • 19 hours ago



Bob — The Kenmore Elite grills were manufactured by Weber, this article is total BS.

### Why Apple's New iPhone Won't Include Wireless Charging

1 comment • a day ago



Billy — Wireless charging is impractical in some situations. First, if you pick up the phone to take a

### Hisense Outlines Plans For Sharp TV Brand

1 comment • 13 days ago



Wong Chee — Its like a new Chapter of Samsung Alumni...Peter Erdman, Peter Weedfald, Jim Sandusky John

Subscribe

Add Disqus to your site

Privacy

# PHOTOS



BrandSource 2015 Convention & Expo



New Age Electronics' Retail Dealer Summit



Scenes From Harrods



D&H's Mid-Atlantic Summer Tech Show



Top Tech & Retail Apps For The Apple Watch



P  
M

See All →

## Multichannel

GCI, Aruba Link Up on WiFi

Pai: Title II Has Depressed



The Weather Channel Revamps

## CREATIVE PLANET NETWORK

Projection Mapping Brings Classical Statues to Life

## TVTechnology

Media General, Meredith Merge in \$2.4B Deal

ONE Media to Test Next-Gen

**Broadband Investment**

**Less Reality, More  
Forecasting on Tap in  
Weather Revamp**

**C-SPAN Launches Latest  
Student Video Contest**

**Endemol Launches OTT  
Platform GetBeyond.US**

**Pai: Title II Has Depressed  
Broadband Investment**

**Werner Named AP Chief  
Congressional  
Correspondent**

**Primetime Ratings: NBC,  
'America's Got Talent' Lead  
Tuesday**

**C-SPAN Launches Latest  
Student Video Contest**

**Short Film 'Zari': Just Your  
Basic Dog-and-Robot Story**

**Miley Cyrus: Digital  
Experiments from Reed +  
Radar**

**Facebook Updates the Status  
Update With Series of New  
Commercials**

**Scaling 'Everest': Discussing  
the Difficult Production  
Process**

**Standard in Baltimore-DC  
Area**

**Joey Gill, WPSD Chief  
Engineer, TVT Writer Dies in  
Motorcycle Accident**

**Amazon Web Services  
Acquires Elemental  
Technologies**

**NASA's Jon Cowart  
Announced as IEEE Keynote  
Speaker**

[PRODUCTS](#)

[INDUSTRY](#)

[RESEARCH](#)

[RETAIL](#)

[SUBSCRIBE](#)

[About Us](#)

[Contact Us](#)

[Advertise](#)

[Events](#)

[Privacy Policy](#)

[Site Map](#)

[Terms of Use](#)

[Subscribe](#)

[RSS Feeds](#)

[Log In](#)

[Newsletters](#)

[Facebook](#)

[Twitter](#)

