

# Jawbone introduces new activity-tracking UP wristbands

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A man uses an UP fitness wristband and its smartphone application in Washington on July 16, 2013

Jawbone introduced new UP24 wristbands Wednesday as the wearable computers evolve into smart accessories tailored to augment Internet lifestyles.

The second-generation UP band tracks how active wearers are or how

well they are sleeping or eating, then communicates wirelessly with Apple [mobile devices](#) to make recommendations "in the moment" about pursuing healthier lifestyles.

"Two main trends are [wearable technology](#) and the Internet of things," Jawbone's Brad Kittredge said, referring to devices ranging from appliances to coffee pots and thermostats that are getting "smart" and connecting to the Web.

"Devices are getting connectivity and talking to each other," he continued. "What it is about now is putting us in the center and making it the Internet-of-me."

UP bands gather data on how wearers move, eat and sleep with sensors and processors.

Feeding that information to iPhones, iPads or iPod touch devices linked to the Internet allows Up software applications to tap into Jawbone servers where behaviors can be assessed and helpful feedback sent for wearers to see when next they glance at their mobile screens.

UP applications can reveal facts such as at what time of day someone tends to be most idle or when a person sleeps worst, and then suggest how to improve situations.

A prompt might pop up encouraging someone to take a short stroll if they are scant steps away from reaching an activity goal for a day.

UP24 applications also make a game of striving to hit lifestyle goals and celebrating triumphs.

More than 100 developers are creating applications to turn UP bands into tools that put the Internet to work for wearers without them needing

to think about it, according to Kittredge.

"When you put UP in sleep mode it can make sure the lights are off, or when you wake up it can turn on the coffee maker," Kittredge said while listing examples.

"If you are having a great day you may want it to tweet about it, or if you are having a terrible day you may want to shout that out too."

UP bands have become Jawbone's top selling product since the first version was introduced in 2011, but the San Francisco company would not disclose sales figures.

Jawbone will continue to sell original UP bands, which must be plugged into mobile devices to synchronize data, for \$130. UP24 bands available online at [jawbone.com](http://jawbone.com) were priced at \$150.

Jawbone said an UP24 application for Android powered mobile devices will be released soon.

"We call it a lifestyle band," Kittredge said.

"It is about making it easy to do the right thing, and in a form ... you can live with."

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