

# Intel buys fitness-tracking band maker Basis (Update)

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Intel logo is seen outside of the California-based chip maker's headquarters, in Santa Clara, on January 16, 2014

Intel announced it has bought fitness-tracking band maker Basis Science as part of a move into the hot wearable computing market.

The California-based chip maker on Tuesday did not disclose how much it paid for Basis, which makes a strap-on wrist band that captures data

such as heart rate, activity, and sleep to help people live healthier.

Information is synched wirelessly with applications on smartphones.

Wearable computing has been a hot trend thanks to inexpensive sensors that can be built into formerly dump items and to increasingly powerful smartphones that can be used to analyze data collected.

Health and fitness have been early markets for lifestyle-tracking devices such as Up and Fitbit.

"The acquisition of Basis Science provides immediate entry into the market with a leader in health tracking for wearable devices," said Intel vice president Mike Bell, general manager of the company's New Devices Group.

"As we accelerate our position in wearables, we will build upon this foundation to deliver products that bring people greater utility and value."

Buying Basis speeds up Intel's move into wearable computing, according to the chip maker. Basis bands will continue to be sold at stores.

"The acquisition brings access to Intel resources, expertise and global scale as we work together to explore new possibilities of wearable technology," said former Basis chief executive Jef Holove, now a New Devices Group general manager.

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