

50 Cent, Intel team up on heart-monitor headphones

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Curtis' 50 Cent' Jackson attends an SMS Audio event on June 13, 2014 in Garden City

Rap star 50 Cent and US computing giant Intel are teaming up on a new line of headphones that double as heart rate monitors.

With the company SMS Audio backed by Curtis "50 Cent" Jackson, Intel will produce the so-called fitness monitoring [biometric](#) in-ear

headphones.

The headphones will integrate biometric sensors to allow users to collect fitness data and "achieve peak physical performance," according to an Intel statement Thursday.

It noted that "an energy-harvesting [audio](#) jack" eliminates the need for extra batteries or chargers.

Brian Nohe, president of SMS Audio, said the new device means the company is "the first to provide this level of integrated, seamless and helpful biometric information to inspire customers to advance their fitness experiences."

Intel said the listening devices will "bring smart exercise capabilities to athletes of all levels later this year."

Michael Bell, corporate vice president at Intel, said the company "is focused on driving innovation in the wearable technology segment by partnering with lifestyle brands like SMS Audio that complement our technology and design expertise."

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