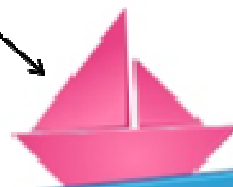


# Wearable Devices are Going Mainstream: Are Consumers Poised for a Privacy Nightmare?

**Nik Badminton**  
Regional Director, North America  
Freelancer.com  
e: [nik@freelancer.com](mailto:nik@freelancer.com)  
t: @freelancer



You are here





Quantify

**FitBit**



---

**There is a personal-injury suit in Calgary in which a woman is using FitBit data - to show how her activity levels have declined since having an accident.**

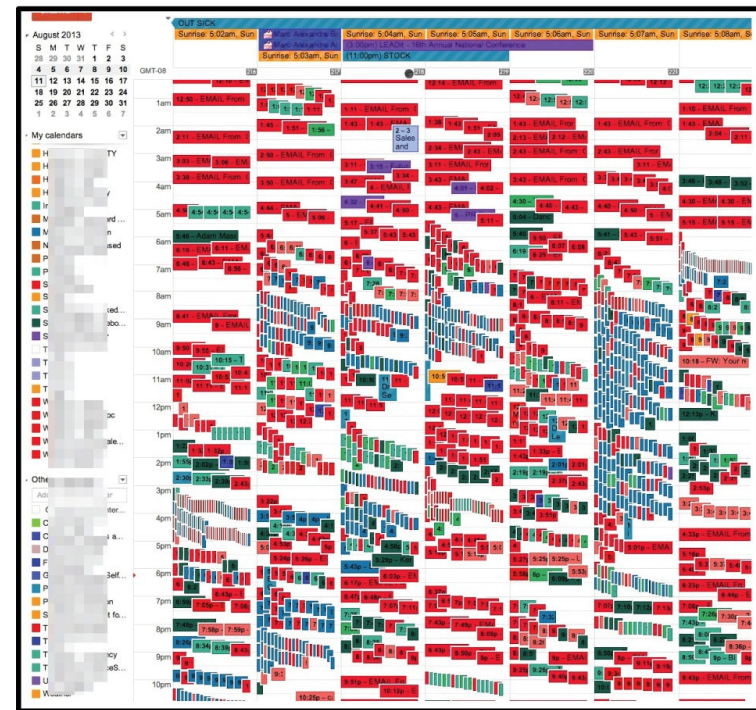
**A third-party analytics firm will analyze the data and provide its report with findings to the court.**





Dancy's 10 buckets on his Google calendar:

- health ■ entertainment ■ environment ■ social media
- knowledge work ■ travel ■ opinion ■ content creation
- money ■ spiritual





Industry

---

**"Perpetually connected wearables will enable workers, partners, and customers to experience new levels of immediacy, simplicity, and context in their mobile computing experiences.**

**Wearables aren't just a consumer phenomenon: they have the potential to change the way organizations and workers conduct business"**

**Forrester's J.P. Gownder**



## Hands-free vascular imaging

---



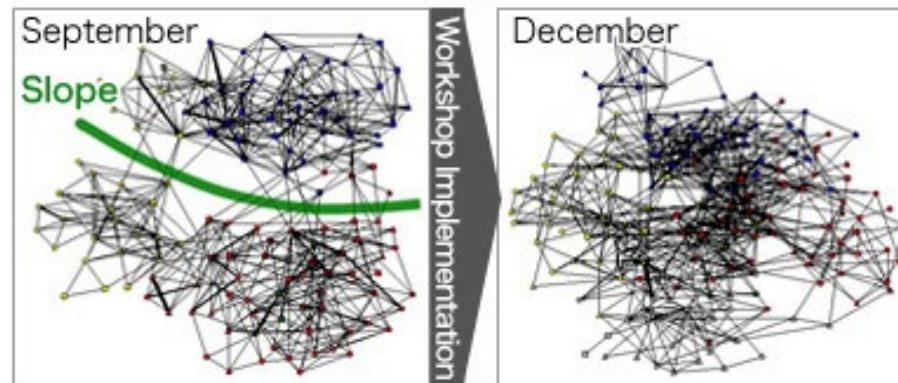


# Fatigue



# Hitachi Business Microscope

---





Augment

# World Cup Kick Off

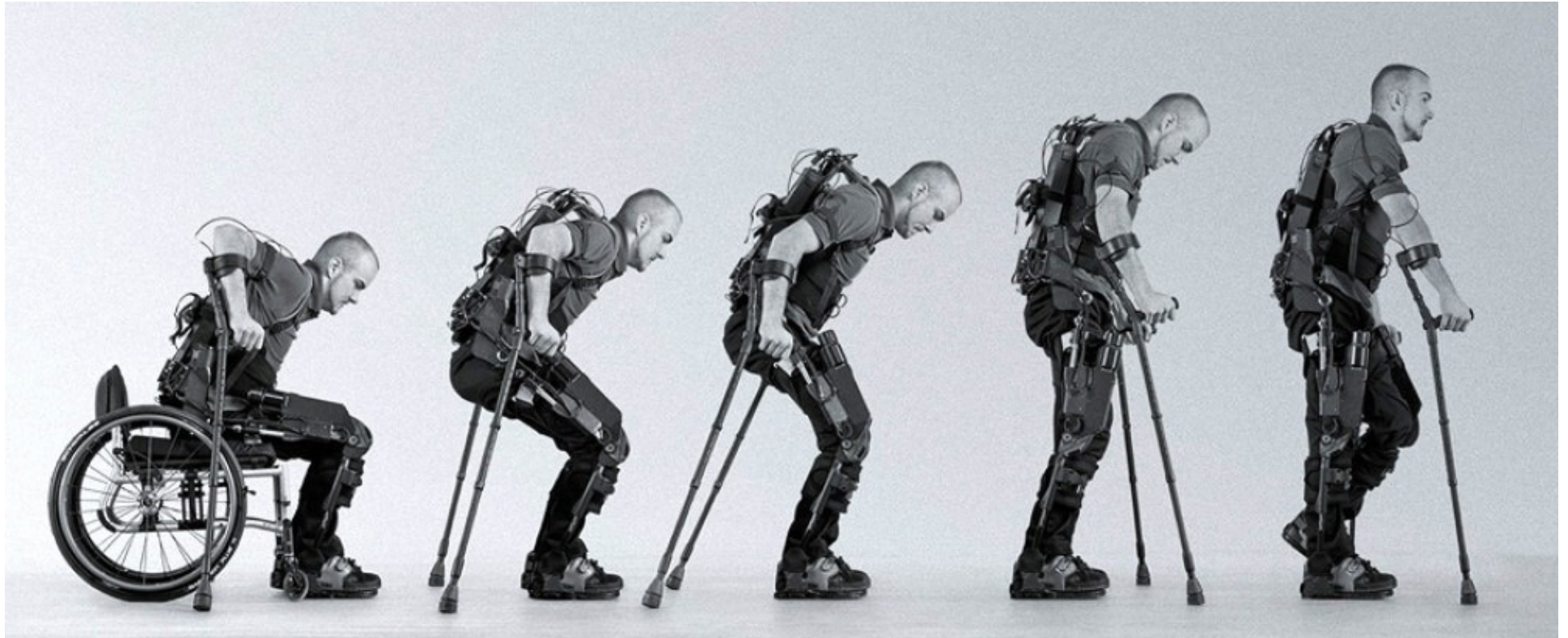
---





# Esko Bionics

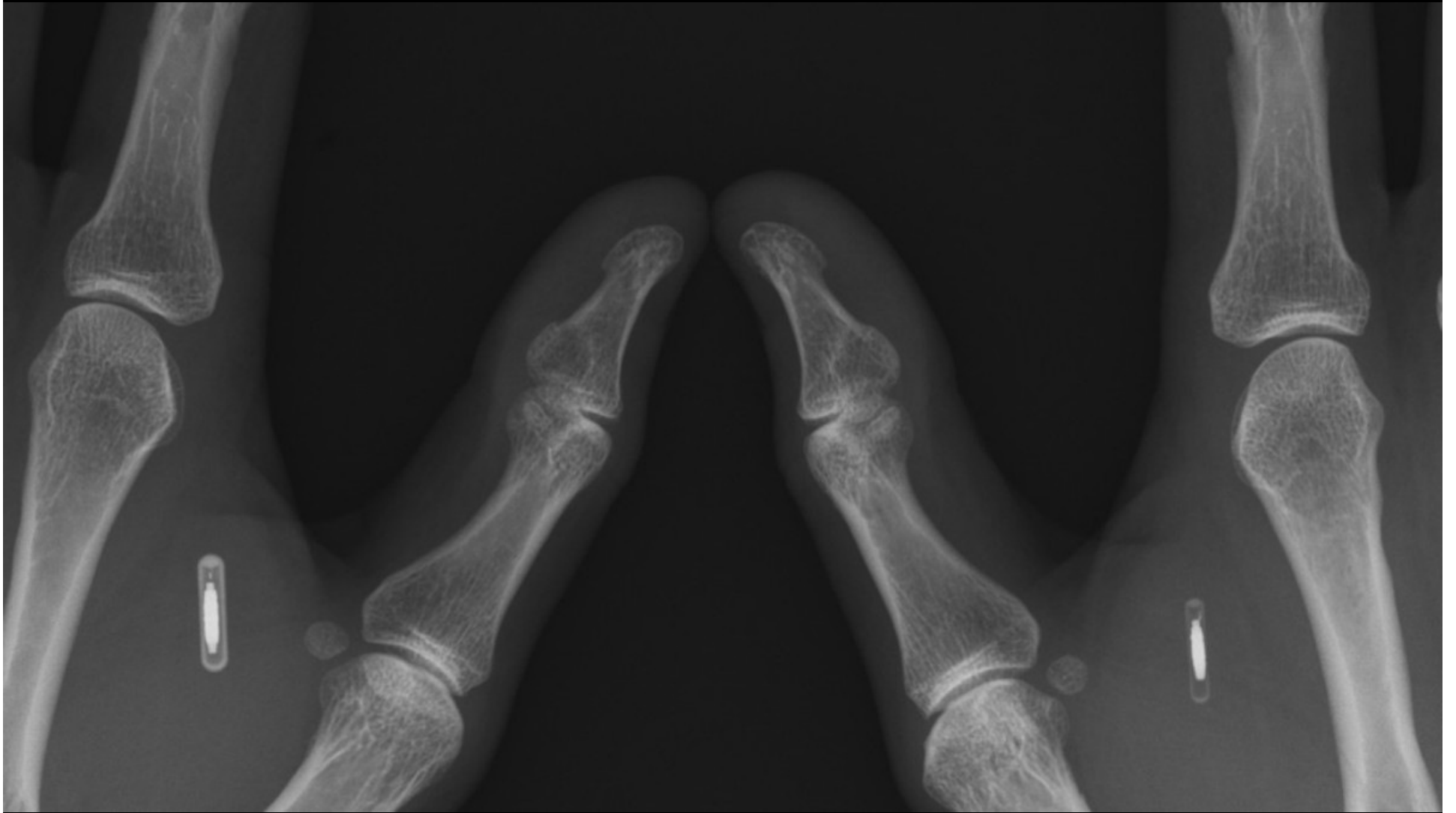
---







Future?







If you have questions, ideas or are interested in finding out more about us the get in touch:

**Nik Badminton**  
**Regional Director, North America**

**M** +1 778 384 6446  
**T** +1 778 655 0390  
**E** [nik@freelancer.com](mailto:nik@freelancer.com)

Freelancer Outsourcing Inc

Suite 2340, PO Box 11511  
650 West Georgia Street  
Vancouver, BC, V6B 4N7  
Canada

[www.freelancer.com](http://www.freelancer.com)

