

## PRESS RELEASE

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### **Shimmer is honoured by Frost & Sullivan's Product Leadership Award for its Highly Flexible Wireless Body Sensor Platform**

#### **Award endorses Shimmer's leadership in Body Worn Wireless Sensing technology**

DUBLIN, 28<sup>th</sup> September 2013 — Shimmer, global leading provider of wearable wireless sensors, today announced it was honoured to receive the 2013 Frost & Sullivan Product Leadership Award for its highly flexible body worn wireless sensing platform. Shimmer is an 'end-to-end' wearable technologies service and wireless sensor platform manufacturer. Based on Frost & Sullivan's recent analysis of the wireless sensors market, this award further endorses Shimmer's leadership in this sector in terms of technology, flexibility, reliability and its ability to seamlessly integrate with existing technologies. These elements combined with Shimmer's wearable form factor, size, communication ability and low power consumption, make it a highly cost effective and attractive solution to inspire new types of wearable wireless devices and new user experiences, for a range of application areas including mobile and connected health, rehabilitation, sports, market research, and consumer health and wellness.

As industry leaders, Shimmer are at the forefront of wearables, a sector reported to be growing much faster than the typical ten year computing cycle that was evident in smartphones and subsequently tablets. Speaking about the sector William Lyons, Chief Marketing Officer at Shimmer noted that you can express the technology, applications and solutions being developed and delivered as 'aWearable', a term Shimmer has coined.

The term 'aWearables' encapsulates key elements that define devices and applications in the sector as being: Aware, Wearable, Able / Capable. Wearable refers to small computing devices that can be worn by the user, and enable mobile computing. Their ability to identify and sense data relative to the person and their environment makes the devices context-aware. These devices and associated applications are presenting the information and providing meaning to create a whole new level of awareness for the individual. This enables people to gain new insight and control over factors affecting various aspects of their life including their health, wellness, fitness, and performance.

Shimmer's product leadership is evident with its decision to incorporate a 4x faster processor in its new platform, Shimmer3. Combined with best data quality for motion sensing, the upgraded processor will guarantee Shimmer3 offers capabilities unmatched by any commercially available platform designed for body-worn sensing. The platform acts as a primary board into which various

sensor cards can be incorporated, facilitating comprehensive wireless sensing applications that efficiently address biophysical, motion, and environmental-sensing needs.

Frost & Sullivan Industry Analyst Aravind Seshagiri said, “The Shimmer platform is already being referred to as the ‘de facto standard’ hardware for mobile health applications in the research and academic space, which denotes potential for high uptake. In the enterprise and OEM market, Shimmer is in a strong position to partner with companies for the development of application-specific solutions, and it has already delivered solutions to the European market in healthcare, sports, market research, and rehabilitation.” Seshagiri continued, “Shimmer’s flexible and customizable platform allows for the rapid development of a solution that can be tailored at every step of the process without lengthy and costly hardware and application development. This, coupled with the company’s in-depth industry experience of delivering wearable sensing solutions, is a significant value addition.”

As an open source platform, it ensures that its products are highly configurable and flexible, allowing them to be easily incorporated in existing technologies and rapidly tailored to the requirements of each individual-use case and application. From the manner in which data is captured, transmitted, and stored to the way in which it is interpreted and displayed, Shimmer’s customisability spans a comprehensive range of customer-specific needs, catering to the development needs of research-oriented applications as well as the wireless-sensing needs of original equipment manufacturers (OEMs).

Benjamin Kuris, Chief Technology Officer, Shimmer commented, “The Shimmer platform offers a forward looking and flexible approach to innovators in ‘aWearables’ or wearable sensing devices. Our solution measures life by capturing, transmitting and processing sensed data to establish scientifically proven methods to derive meaning, insight and deliver real societal benefit. Our platform is leading body worn sensing in terms of capability and flexibility, designed not just to meet today’s technology needs, but tomorrow’s.” Kuris added, “It is rewarding to work with the world’s brightest investigators who have recognised that technology alone doesn’t improve health outcomes. Wireless and wearable health technology must pass time-tested scientific methods including longitudinal study and peer review to fulfill their clinical promise.”

The wearable devices market is being driven by two key areas:

- **Consumer Fitness and Wellness Market:** Classified by consumer grade wearable devices aimed at users who are engaged in their own health and wellness, monitor heart rate, calorie burn, activity and exercise. This will see significant growth in the next 3-5 years according to recent industry studies
- **Healthcare and Clinical Mobility:** These are wearable devices and wireless sensing technologies aimed at addressing defined healthcare delivery needs and requirements, such as wireless vital sign monitors, remote monitoring/rehabilitation, connected health solutions.

They are at a high price point and value added, as opposed to consumer electronics devices. It is this area in the longer term that will represent higher overall revenues

Frost & Sullivan's research shows that the Shimmer platform speeds up the time-to-market and reliable deployment for end users, thus reducing both risk and cost associated with new product launches. Further, the company uses the industry standard for wireless communication to ensure that its products can readily interact and integrate with state-of-the-art technologies during the development of products, solutions, and systems. The Shimmer platform's high quality is manifested through the CE mark, indicating that it conforms to the consumer health and safety requirements stipulated by the European Union.

Each year, Frost & Sullivan presents its Product Leadership Awards to companies that are outstanding within their industries — leading their industries based upon its criteria of excellence. The recipient has distinguished itself through its proactive strategies that position it as an industry leader. Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research to identify best practices in the industry.

### **About Shimmer**

Shimmer is a technology company and leading provider of wearable wireless sensing equipment – their products and solutions are trusted and utilised by the world's brightest start-ups, Fortune 500 companies, and leading Universities, shipping to over 60 countries worldwide.

The company designs, develops, manufactures and markets a full range of wearable wireless sensing technology and solutions to provide high quality, scientifically reliable biophysical and movement data in real-time. This unlocks the potential for analysis and interpretation of sensed data specific to the person, their application, and their environment.

Headquartered in Dublin, Ireland and with a world class R&D centre in Boston, Shimmer offers wearable wireless sensing technology, solutions and consultancy services to Research and Education, Enterprise, and End User markets that overcome the challenges of size, wearability, reliable communications and low power consumption.

For more information visit: [www.shimmersensing.com](http://www.shimmersensing.com)

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants.

Our "Growth Partnership" supports clients by addressing these opportunities and incorporating two key elements driving visionary innovation: The Integrated Value Proposition and The Partnership Infrastructure.

- **The Integrated Value Proposition** provides support to our clients throughout all phases of their journey to visionary innovation including: research, analysis, strategy, vision, innovation and implementation.
- **The Partnership Infrastructure** is entirely unique as it constructs the foundation upon which visionary innovation becomes possible. This includes our 360 degree research, comprehensive industry coverage, career best practices as well as our global footprint of more than 40 offices.

For more than 50 years, we have been developing growth strategies for the global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies?

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