



STYLISH WATCH CAN ALSO DETECT EPILEPTIC SEIZURES BEFORE THEY HAPPEN

 SPORT & FITNESS

Embrace is a fashion-forward, activity-tracking smartwatch that's also specifically tailored to save the lives of those with epilepsy.

Wearable technology can only succeed on a mass scale if it's designed to look as good as they clothes we wear. While we've seen how smartwatches can have great medical applications — Israel's **Oxitone** can detect cardiac arrests and alert loved ones, for example — they're typically designed for function over form. However, an Italian company called Empatica has now created **Embrace**, a fashion-forward, activity-tracking smartwatch that's also specifically tailored to save the lives of those with epilepsy.

Currently seeking funding via Indiegogo, the device itself features a polished metal face and Italian leather strap, and comes in a range of colors. Embrace can be used simply as a watch to tell the time, but connecting it to the companion app also offers a range of smart features. The watch comes equipped with accelerometer, temperature and electrodermal sensors that enable it to track stress, arousal, sleep and physical activity.

While these things may be useful to any consumer, the app can also use this data to monitor the effects of epilepsy. The watch can be set to vibrate with increasing strength when it detects stress levels rising — a key trigger for seizures. Owners of the device can then actively do something to destress before they get an attack. Loved ones can also download a separate app — called Empatica Alert — which alerts them when Embrace detects a seizure is taking place.

Watch the video below to learn more about Embrace:

Embrace is available to pre-order for USD 189 until 23 December, and those who do so before the project ends will also have a watch donated to an epileptic child who can't afford one through the **Epilepsy Foundation**. Are there other ways to make specialist medical equipment more desirable for consumers to ensure they actually get used?

Indiegogo: www.igg.me/at/embrace

15th December 2014

Email: info@empatica.com

Website: www.empatica.com