

CLIENT Cymbet Corporation
PROJECT Lead-generation white paper
OBJECTIVE Generate leads and interest among prospects in the electronics industry.

COPY EXCERPT

Powering Wearable Technology and Internet of Everything Devices: What Every Product Manager and Designer Needs to Know



The Problem: How to Power Wearable Technology

Most customers – business customers in particular – are not going to buy smart devices just because they're smart.

For a product to gain acceptance in a world where *anything* can be smart, its' smart features must add real value. They must supply useful data to improve the user's experience in some way.

For this reason, most successful IoE products won't be "gadgets." They'll be smart versions of already useful products. Their smart features will be valuable *enhancements*.

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"Enhancements" implies that the devices that provide them can't be seen as "extra baggage" by the user. They'll be practically invisible, blended into

the product. As such, they will have to be small, lightweight and, for the most part, maintenance free.

That means their power supplies will have to be "invisible," too.

Power storage devices in most wearable IoE devices will have to last the life of the product. There will be no door for changing batteries. There will be no connector and no chord for recharging them. They will require wireless recharging.

These restrictions recently led Credit Suisse to state that, "battery life is the MOST important aspect for a Wearable... The limitation to the number of sensors and amount of generated data is the battery life of the Wearable."

Many other IoE devices will share these characteristics. Most won't be connected to the power grid, because of the expense that would entail. Many will be too small for a connector. Many will be too remote or embedded to be accessible for maintenance.

"John Cole is one of the few copywriters who combines both a deep technical background with a complete understanding of the customer acquisition benefits of well written white papers, technical briefs and case studies."

Steve Grady
VP of Marketing
Cymbet Corporation