

Intel Buys Fitness Band Maker?

Written by Marco Attard
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If the sources speaking to TechCrunch are true Intel is taking the wearables business pretty seriously-- enough so to cough up \$100-150 million for fitness band maker Basis Science.



Basis is best known for the B1 activity tracker, a wristwatch-style device featuring reportedly advanced sleep analysis functionality. It also offers an online health tracking suite and mobile device apps.

According to a previous TechCrunch story Basis has been in acquisition talks with Google, Apple, Samsung and even Microsoft, with the price tag described as "sub-hundred million." Did Intel get to outbid them all or did they simply give the prize up, one wonders...

[Intel was all about wearables at CES 2014](#) , showing off the Edison platform and interesting reference designs. However TechCrunch says the company wants to sell chips, not devices, and the acquisition is actually a marketing ploy-- the Intel-powered Basis products to emerge in the near future will act as a Chipzilla advert against the Qualcomm, Texas Instruments and STMicroelectronics competition.

The two companies are yet to confirm the acquisition though, so until then the above remains speculation.

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