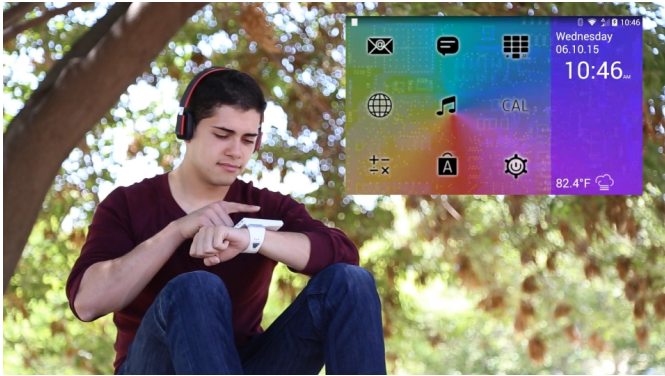


The Rufus Cuff "Wrist Communicator"

Written by Marco Attard
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The Rufus Cuff might look like an oversized smartwatch, but don't call it that in front of Rufus Labs-- not when it prefers to call the device as nothing less than a "wrist communicator."



Designed to make (supposedly) better use of wrist real estate, the Rufus Cuff features a 3.2-inch display, TI Cortex A9 processor, 16/32/64GB storage, GPS, wifi and a 1175mAh battery. It runs on Android Kit Kat and offers fitness tracking features similar to other such devices through accelerometer, gyroscope and compass, as well as any number of smartphone apps and features.

Wearers can make Star-Trek style video calls from their wrists through the front-facing camera, a built-in speaker and dual microphones, although a lack of SIM card slot means one either needs to be in range of a wifi signal or paired with a smartphone (via Bluetooth).

The Rufus Cuff initially launched back in 2014, through an Indiegogo crowdfunding campaign. Rufus Labs is now taking further preorders for the device, with shipments to kick off sometime on Q1 2016.

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