

The Next Wearables Contender... Nissan

Written by Marco Attard
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Nissan is the first auto maker to take on smartwatches with the Nismo Watch concept-- a piece of wearable electronics connecting drivers to performance cars, revealed ahead of the 2013 Frankfurt Moto Show.



Supposedly built on Nissan's racetrack experience, the Nismo watch measures biometric data (specifically heart rate) and connects to the car via smartphone app and Bluetooth Low Energy. It allows drivers can give their peak performance Nissan says, with the watch providing feedback of the speed limit and heart rate variety as well as access to top and average speeds, fuel efficiency and maintenance schedules.

It also tracks "social performance"-- an baffling concept Nissan describes as "the user's social performance across Facebook, Twitter, Pinterest and Instagram."

The company gives very few details on the watch hardware. It features a "seamless, futuristic and ergonomic" industrial design in 3 colours (black, white and red-and-black), secures to the wrist via snap-fit mechanism and promises up to 7 days of "normal" use via lithium battery (rechargeable via micro USB port).

"We have brought the Nismo experience to life in every aspect of the watch, including its packaging, which will be made using tyres and rubber from the racetrack," Nissan claims. "As Nismo is the performance arm of Nissan, we wanted a way of integrating Nismo's heritage in racing into this futuristic innovation."

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The company gives no word when the Nismo watch will hit the market, but expect it to aim at the more high-end slice of the consumer market.

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