



WINNING WEARABLES FOR

A FITTER FUTURE



BUSINESS OPPORTUNITIES IN FINLAND

Cultivate your wearable intelligence in a country that has led the wearable revolution since its first heartbeat.

GLOBALLY UNIQUE TRACK RECORD

Finland has deep roots in wearable technology. Touting industry trailblazers like **Polar** and **Suunto**, the constantly expanding wearable ecosystem has tens of specialized companies designing and producing wearable devices. Finland's highly educated workforce and interest in all things brainy makes it ideal for companies looking for a new R&D site for their wearables. In Finland, developers benefit from top-notch technology providers and contract manufacturers. Cutting edge research supports the development and commercialization of wearable technologies. Finnish brainpower, resources and commitment to excellence move a kernel of an idea from inception to world markets.

THE MEASURE OF CHAMPIONS

A focus on research in heart rate measurements in Finland has produced innovations that are now used by leading global consumer brands. **Firstbeat's** heart rate measurement technology today powers wearable devices made by

Samsung, Garmin and Sony that track the achievements of professional sports teams, Olympic athletes and active people around the world.

Most Finnish sports wearables offer online data storage and data sharing solutions, including Polarpersonalcoach.com, Suunto owned **SportsTracker** and **Motivade**.

Active eHealth startups have given rise to new innovations in Finland. **Navigil** offers white-label location services that help elderly people to stay at home longer. **Spektikor** has developed a small disposable ECG-detector for emergency responders and the military.

Finland boasts great companies that apply sensor technologies to the clothing industry. **Myontec** analyses muscle activity with its sports clothes. Recently, USA based **Jabil Circuits** bought **Clothing+**, a developer and manufacturer of comfortable, wearable sensor solutions.

THE WORLD'S
1st WIRELESS WEARABLE HEART RATE MONITOR
SPORT TESTER PE2000 WAS DEVELOPED BY POLAR IN FINLAND IN 1982.

Today THE FINNISH WEARABLE SPACE covers everything

- FITNESS TRACKERS
- AUGMENTED REALITY GLASSES
- WRIST-MOUNTED SCREENS
- SMART JEWELRY
- SMART WATCHES
- SMART CLOTHES
- SMART FABRICS

Finnish companies are even developing **IMPLANTS** and **DIGESTIBLES** based on wearable technologies.



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