

From butterfly dresses to fatigue checkers, wearables are changing the way we interact with machines

By Charlotte Lamp Davies, vice-president, travel and hospitality, Europe, DataArt

Attending the Wearable Technology Show 2015 in London recently made me realise what an exciting time this is to be working in technology consulting.

DataArt was excited to exhibit at the conference, to showcase new ideas and discuss how our expertise can be applied in this progressive field of technology. Our developers had built a few products to demonstrate during the show, drawing in the crowds.

These included MedAR, [Keyshare](#), a fatigue checker and a sports betting Prototype, and while with wearables we mostly work with clients in the healthcare sector, which has long embraced these new technologies, travel is taking a keen interest in what's to offer as well, particularly in the travel retail market.

Some of the most interesting products on display at the show included smart clothing, which can monitor anything from heart rate to general fitness, as well as a heated leather jacket with integrated Bluetooth system and mobile phone charger. Other cutting edge technology we noted was a company that claims its Brain Sensing Headband will recharge your brain to help you do more – a daily three-minute exercising programme, if you will.

In the travel department, [DataArt demonstrated](#) its Fatigue Checker app, which is a smartwatch application developed for the Motorola Moto 360. It helps users check how tired they are based on a quick and simple test – perfect for the time in between a flight and a destination. It has two modules and two sets of tests, which focus on user attention and accuracy of speech to provide instant feedback. It could prove useful to your customers, when they're unsure about sleeping off their jetlag or hitting the town. The smartwatch will give them advice on what choice is best for their body, keeping them well rested during their entire trip.

Other travel companies are looking specifically to wearables to enhance the tours and activities market. In a market that's focused mostly on the consumer, it is not enough to just look at pyramids in Egypt, for example – travellers want a 360-degree experience, which is starting to flourish when it comes to wearables providing the whole travelling package.

From the Apple Watch to smart shirts that track our workouts, wearable technology is ever present. In the coming months, more and more consumers will embrace this brave new technology and it will change the way man interacts with machine. How much information we want to take onboard, or are capable of taking onboard, is yet to be seen. Many of the products on display won't make it to the next round, but augmented reality technology and wearables are here to stay. It's just the beginning of what's to come.

In the meantime, I'm thinking of purchasing "The Butterfly Dress" as showcased by Intel, which has teamed with fashion designer Ezra to create a dress that brings butterflies to life. As we know, the travel sector has always been keen on an [awards ceremony or two](#), so there is always an opportunity to dress up. This time in the latest technology.

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