

Sony Tracks Fitness at MWC 2014

Written by Marco Attard
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Mobile World Congress 2014 offers a look at the Sony take on fitness trackers first announced at CES 2014-- specifically the Core, an activity sensor slotted inside the SmartBand (SWR10) bracelet.



The Core pairs with Android smartphones and Sony-developed fitness app Lifelog. Unlike similar offerings from Jawbone and Nike, the Core allows wearers to keep track not only of physical activities and sleep patterns, but also of communications, places visited and entertainment. In other words it provides (wait for it) a log of one's life.

While not an actual "smart" device, the Core also vibrates to let users know of received messages or alarms.

Designed to be worn 24/7, the Core communicates with smartphones via Bluetooth or NFC and tracks activities even when out of range from a paired device. It is waterproof and easily removed from the included rubber strap.



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Sony calls the combination a "SmartWear Experience," and the Core is just the first of a range of Lifelog devices. In fact MWC 2014 houses a further example of the idea, if in concept form--the Lifelog Camera, a camera-equipped wearable able to take photos at specific moments as set via Lifelog app. Users wear it around the neck via strap, and reminds at least a bit of the [Autographer wearable camera](#).

Sony gives no word when or even if the Lifelog camera will become an actual consumer device, but SmartBand bracelet hits European markets from March 2014. A special yellow and green version will be available on June 2014 just in time for the FIFA World Cup.

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