

## Intel Joins 50 Cent in Biometric Earbuds

Written by Marco Attard  
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Intel joins forces with SMS Audio, the audio maker founded by rapper Curtis "50 Cent" Jackson, to reveal the BioSport In-Ear Headphones, earbuds featuring biometric sensors making a custom heart rate monitor.



"With SMS Audio, we will bring smart headphones to market that eliminate the inconvenience of add-on devices with an integrated, one-device fitness accessory offering high-end style and premier sound quality for an exceptional fitness experience," Intel claims. "This is a prime example of Intel driving innovation in wearable devices while being a forerunner in merging lifestyle and technology."

The BioSport In-Ear Headphones feature [Intel wearable technology revealed at CES 2014](#) , and push stereo audio while gathering fitness data. Power comes through an energy harvesting 3.5mm audio jack (meaning no batteries required) and the headphones are IPX4 rated for water resistance and protection against sweat.

According to the company a built-in optical sensor continuously measures heart rate while dynamically eliminating noise caused by body motion and ambient light.

Further fitness tracking takes place once users pair the headphones with the RunKeeper smartphone app providing heart rate, pace, distance, elevation and calorie burn data. SMS Audio plans to add further app support in the future.

The BioSport In-Ear Headphones will be available from Q4 2014 with an included neoprene carrying case and three sizes of ear gels and hooks.

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