

## Intel Aims at Women With MICA

Written by Marco Attard  
28. November 2014

---

Intel reveals what it describes as a "feminine communications accessory"-- the MICA (or My Intelligent Communication Accessory), a device that is essentially a smartwatch, if one clad as a fancy piece of jewelry.



Like any self respecting wearable the MICA provides users with access to emails, text messages, calendar events, social network notifications and a personal concierge" complete with TomTom-powered "Time to Go" letting one know how much time is required to get to the next appointment. Notifications for such alerts are discrete, being vibration-based, and of course all requires pairing with a smartphone via Bluetooth.

Configuration and security comes through web-based portal, while Intel promises the battery lasts for up to 2 days on a single charge.

However the more interesting feature of the MICA is its form-- it features a sapphire display within a "cutting-edge" design and premium finishes in materials including 18K gold, snake skin, pearls and obsidian.

"MICA acts as an extension of a customer's smartphone, for those times when it's not convenient to carry with you," Intel says. "It allows customers to receive texts and email notifications so that they can stay connected, while still wearing a fashionable jewelry piece to almost any occasion."

The MICA will be available in select markets from December 2014.

## Intel Aims at Women With MICA

Written by Marco Attard  
28. November 2014

---

Go [Intel Takes Wraps off Capabilities for MICA](#)