

The Haier Smartwatch With a Built-in Projector

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Haier presents a perhaps unique take on the smartwatch at MWC 2018-- the Asu features a built-in projectors allowing users to project images on the back of their hands.



The Asu wins no awards for sleek design, since it is far bulkier than other wrist-worn devices of its ilk. As one might imagine the extra bulk comes from the projector, which the company says augments the 1.54-inch display with 480 x 854 resolution projections. Users can interact with the projections via touch, making for a larger surface than standard smartwatches. For instance, one can tap on projected digits to store a phone number or draw on the projection with a finger.

Inside the smartwatch are a 1.2GHz processor and 1GB RAM, together with a heart-rate sensor, GPS, 4G LTE connectivity and gyroscope. The chassis is IP65-rated, making it resistant to dust and water.

Will customers actually want an oversized smartwatch with a built-in projector? We will know once the Asu starts selling in Haier's home China later this year.

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