



## Press Release

# The 8<sup>th</sup> WT | Wearable Technologies Innovation World Cup: the next generation in intelligent wearables

**Kick-off at Innovation World Cup Conference Oulu on 4 May 2016**

**Munich / Oulu, 4 May 2016** – What will next-generation intelligent wearables do and look like? Will we see further evolution in activity trackers, smart clothing, smart watches, VR augmented glasses, and printed electronics? Will we enter the era of predictive medicine with new big-data and cognitive solutions available? How much business will smart patches account for in 2016? As the main catalyst for future wearable products and players worldwide, the WT Innovation World Cup will provide answers to these questions.

The 8<sup>th</sup> WT | Wearable Technologies Innovation World Cup officially kicked-off at the Innovation World Cup Conference in Oulu. Innovative entrepreneurs from around the world are now invited to submit their solutions, from **May 4th until October 17<sup>th</sup> 2016** in the categories of “**Sports & Fitness**,” “**Healthcare & Wellness**,” “**Gaming & Lifestyle**,” “**Safety and Security**,” and the **special prizes “Smart Clothing” and “Smart Jewelry**.” All participants will compete to win one of the categories and become the next “WT Innovator of the Year.” Participants earn the opportunity to win prizes worth over \$300,000 and benefit from direct access to a global network of potential partners and customers.

Andrea Onetti, Group Vice President and General Manager of Volume MEMS and Analog Division at STMicroelectronics said “Every year is a fantastic journey we are taking together with this exciting ecosystem. We are learning as much as possible and sharing that effort to deliver real user-friendly leading-edge technology to wearables developers. We are already looking forward to seeing many great new products and connecting with developers who are shaping tomorrow’s technologies.”

For more information and free registration visit: <http://www.innovationworldcup.com/wt/>.



### **About the WT | Wearable Technologies Innovation World Cup**

The WT | Wearable Technologies Innovation World Cup is the leading worldwide innovation competition in the field of Wearable Technologies. The WT Innovation World Cup was first launched in 2009, and thousands of contestants have participated. The WT Wearable Technologies Innovation World Cup invites contestants from all over the world to submit innovative solutions in the areas of sports & fitness, healthcare & wellness, gaming & lifestyle and safety & security, and in the special categories “Smart Clothing” and “Smart Jewelry.” An international panel of industry experts select the most innovative products from among those entered, according to criteria such as level of innovation, marketability, and usability. Submissions are accepted from 4 May to 17 October 2016. For further information and registration, visit: [www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt). Participation is free of charge. Contestants can win prizes worth more than \$300,000.

The WT | Wearable Technologies Innovation World Cup is sponsored by STMicroelectronics, AiQ Smart Clothing, VARTA Microbattery, and CICOR. Additional partners include WT | Wearable Technologies, MEDICA, ISPO, Kickstarter, Continua Health Alliance, as well as the regional partners Paris Region Entreprises, CSEM, AlpICT, Business OULU, Takomo, IT2I, Medical Valley, GTEC, Plug and Play Tech Center, ICT Cluster Bern, Team Cote D’Azur, Com4Innov, Innovative City, CSEM, Disruptive Week Milan, CapDigital, TAITRA, Government of Canada, and Cluster Digital.

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