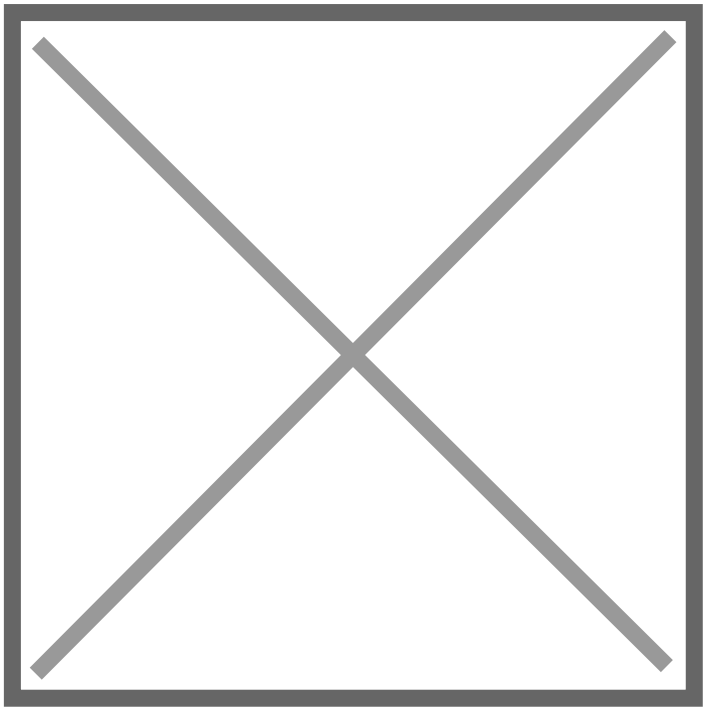
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Samsung strengthens wearable device portfolio

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Samsung Electronics is set to launch all-in-one advanced system logic chip, Bio-Processor, for the health-oriented wearables market. The Samsung Bio-Processor is designed to allow accelerated development of innovative wearable products for consumers who are increasingly monitoring their health and fitness on a daily basis.

"With improvements in smart, fitness devices and an increase in consumer health consciousness, more and more people are looking for ways to monitor various personal bio-data, or fitness data, to constantly manage their health" said Mr Ben K Hur, vice president, marketing, System LSI business at Samsung Electronics. "Samsung's Bio-Processor, which can process five different biometric signals, is the most versatile health and fitness monitoring chip available on the market today and is expected to open up many new health-based service options for our customers."

While heart rate monitoring alone may have been compelling in the past, the ability to measure a variety of fitness data is expected in today's wearable products. To meet such demands, Samsung has designed its Bio-Processor to integrate five AFEs including bioelectrical impedance analysis (BIA), photoplethysmogram (PPG), electrocardiogram (ECG), skin temperature, and galvanic skin response (GSR) into a single chip solution that measures body fat, and skeletal muscle mass, heart rate, heart rhythm, skin temperature and stress level, respectively.Â