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**“TO MAKE THE WORLD SMARTER AND SAFER”**

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## SMART WATCHES IN OUR LIFE

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Technology touches almost everything and everybody today. It brings great changes in our life. Once technology enters someone's life, nobody can resist its influence. Even if you try to do that, you will fail, because technology is an irreplaceable part of the modern society.

One of the most interesting and promising field of technology is wearable electronics, especially smart watches. The history of this direction started in the early 1980s and each next year different companies began to improve their devices. Inventors started from simple watches with user-programmable memory to real “smart” devices with complex electronic mechanisms, coloured LCD displays and huge memory stores. Each self-respecting company in the market of mobile devices does not miss an opportunity to show off their new inventions. In the case of smart watches, as a quite new sphere in technology, there is a place for competition between such giants as Google, Apple and Motorola.

A smartwatch (or smart watch) is a computerized wristwatch with interesting and useful functionality. Such kind of devices can easily substitute mobile phones or even computers. It is not surprising because all smart features make smart watches look like a small computers.

There are different kinds of smart watches and everybody has a great chance to find something for himself or herself. Companies try to design their products so they can attract more and more customers. They sell watches in all shapes and colours to make people want them. Such a kind of marketing is very successful and promising.

Nowadays, many people like to go in for sports and to monitor their health. Therefore, the significant part of manufacturers implement various sensors into their devices to monitor the health status of the owners.

The conference among the smart-device manufacturers takes place each year. Such an event gives participants the opportunity to test new devices and share impressions and experiences. Journalists all over the world come to the conference to make reviews of new devices. In other words, companies make great efforts to promote smart watches, because the future belongs to them.