

# You Can Wear It!

MORE THAN **200 MILLION**  
*Wearables* WILL BE IN USE BY 2018<sup>1</sup>

*Wearables* WILL GENERATE  
\$5.1 BILLION IN REVENUE  
IN 2015—**133% GROWTH**

THE WAR FOR *Luxury Wearables*  
IS HEATING UP WITH  
**TAG HEUER, TORY BIRCH and GUCCI**  
ENTERING THE MARKET<sup>3</sup>

MORE WOMEN BUY  
*Fitness Trackers* (54%)  
WHILE MORE MEN BUY  
*Smart Watches* (71%)<sup>4</sup>

**BY 2017**  
*30% of Wearables*  
WILL BE COMPLETELY  
**UNOBTRUSIVE**  
TO THE EYE

**62%** OF IT PROFESSIONALS THINK  
EMPLOYEES WILL BRING *wearables*  
INTO WORK WITHIN 12 MONTHS<sup>5</sup>

*But* LESS THAN HALF (41%)  
OF ENTERPRISES HAVE A *BYOD* policy  
THAT CAN BE EXTENDED TO *wearables*

Accellion 

**Secure Content Wherever You Wear It.**

 **kiteworks**<sup>TM</sup>  
by Accellion

1. <http://www.gartner.com/newsroom/id/2941317>

2. <http://www.ce.org/News/News-Releases/Press-Releases/2014/Record-Breaking-Year-Ahead-CEA-Reports-Industry-Re.aspx>

3. <http://www.usatoday.com/story/tech/columnist/baig/2015/03/19/google-teams-with-intel-tag-heuer-on-android-wear-watches/25005043/>

4. <http://recode.net/2015/01/06/tech-by-the-numbers-wearables-make-a-bid-for-the-mainstream-lcd-tv-sales-rebound/>

5. <http://www.accellion.com/about-us/press/press-releases/uk-enterprises-unprepared-new-age-wear-your-own-device>