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Aug. 13, 2013, 9:22 a.m. EDT

Google glass for stocks: Buy low, sell eye

Fidelity's Google Glass app lets investors keep an eye on Wall Street

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By Quentin Fottrell

Investors taking a random walk down Wall Street may end up running smack into a lamppost—that is, if they're too busy checking their portfolio on Google Glass to see what's right in front of them.

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Bloomberg

An attendee adjusts his Google Project Glass glasses during the Google I/O Annual Developers Conference in San Francisco on May 15, 2013. Photographer: David Paul Morris/Bloomberg

On Monday, Fidelity's research and development laboratory announced what could become the world's first investing app: "Fidelity Market Monitor for Glass," designed for Google Glass, the high-tech eyewear operated with voice commands. Fidelity is taking part in Google's (NASDAQ:GOOG) developer program, which gives certain companies and individuals early access to the technology. "We wanted to get our hands a little dirty with Google technology," says Hadley Stern, vice president at Fidelity Labs.

Here's how it works: Fidelity created a hands-free daily display of quotes from major U.S. stock indexes after the market closes. Google Glass isn't yet commercially available, but the product can be road tested—literally—by the 10,000-plus people who were given early access to Google Glass. Investors can then go to FidelityLabs.com to give their feedback and suggestions, which will help Fidelity Labs develop and refine future wearable apps.

Click above to watch video

As this video shows, Fidelity's ambitions are far greater than a daily market summary, and could lead to nonstop real time stock updates. The testing period will also allow Fidelity to work through any potential compliance and security issues, the company says. "We operate in a heavily regulated industry," Stern says. But he sees great potential for wearable investing technology. "Active traders could get trading alerts while they're walking to grab lunch," he says. "Or while they're having lunch."

Traders wearing Google Glass may get the same chilly reception that greeted cellphone pioneers three decades ago, however. The 5-Point Café in Seattle has already banned Google Glass. For retail investors, checking a stock portfolio multiple times a day may not be the best way to focus on long-term investment goals—or lead a happy life. "Having the ability to see stock quotes from Google Glass seems like an interesting idea," says Rick Singer, CEO of marketing site GreatApps.com. "However, many consumers can simply look at their smartphone to get the same results." ■

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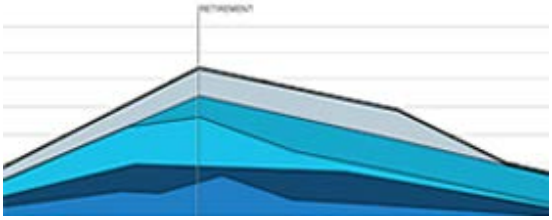

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John Livingston 10 hours ago

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mean that money could be better spent on bigger salaries for the executive class. I hope the sarcasm rang through.

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Donna Pinkwater 10 hours ago

There is a web application called TipRanks that does just that. it analyzes text and measures the performance of anyone giving investment advice (analysts, bloggers, reporters, etc..) and if you have it on your add on it automatically shows you what best and worst people are saying about the stock and how good is the "financial experts" who's opinion you're reading.

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Corey Investor 11 hours ago

This is the kind of thing where people try to apply old ideas to new form factors (i.e. Google Glass). Wearable computing will take off, there's no doubt about that. Google is the leader but they've got some negative attitudes they'll need to overcome.

I think the cell phone analogy is a great one. Sure, it's goofy looking but once someone figures out a killer app for this new glass interface it (or something like it) will take off. This Fidelity thing is an idea but not a very useful one.

Share Flag Like Reply

James Hayman 12 hours ago

These products will flop. People don't want to be turned into computers and they are not exactly eye-catching or fashionable.

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