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THE WALL STREET JOURNAL

March 19, 2014 5:27 PM EDT

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|           |         |          |        |          |        |
|-----------|---------|----------|--------|----------|--------|
| DOW       | -114.02 | NASDAQ   | -25.71 | S&P 500  | -11.48 |
| 16,222.17 | -0.70%  | 4,307.60 | -0.59% | 1,860.77 | -0.61% |

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March 19, 2014, 11:36 a.m. EDT

# With Fidelity's watch, investing is all in the wrist

## When your portfolio takes a licking, it keeps on ticking

15 Comments



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By **Quentin Fottrell**



Fidelity

**If Dick Tracy and Gordon Gekko had a love child, he'd probably wear this watch.**

Fidelity's research and development laboratory Wednesday unveiled its first ever investing app for smartwatches.

Investors can use the app, which will run on the popular Pebble smartwatch, to keep tabs on the market at all times and monitor stock watch lists. But as useful as the various alerts may be, in its current form the technology may be better at telling the time than timing the market.

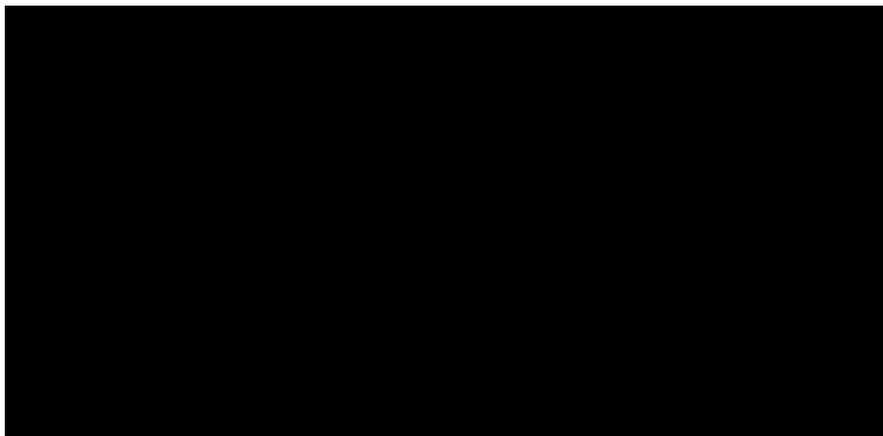
"Wearable technology is clearly a place where this will be valuable," says Hadley Stern, vice president of Fidelity Labs. "It's very early days, but we'll see watches running the Android operating system and we'll take a look at that opportunity."

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As illustrated by this video, the Fidelity Watchapp connects to the company's Android smartphone app and provides people with real-time trading alerts when they're rushing down the street or grabbing lunch and, somewhat poetically, also offers a "watch list." But the ambitions for the app go much further. "These experiments will arm us with the information and tools to someday create new and better services with wearable technology," Stern says. One future plan: monitor the user's stress levels and send a "Don't Trade Alert," warning people that certain moments are not the time to make a decision about finances.

Not everyone is convinced, however — even those who specialize in apps. "We live in a society that stares at our smartphones by the minute," says **Rick Singer, CEO of GreatApps.com**. "Have you been to a restaurant lately and not seen someone texting, checking email, looking up news or the ever-so-popular taking a selfie?" Unless you're a professional trader, Singer says, there's probably not an urgent reason to look at your phone. Mike Vallez, CEO of CrazyMikesApps.com, agrees. Smartwatch technology is still a novelty, he says. "The proposed stress function of the watch also seems sketchy," Vallez adds. "What if I am exercising, having sex, or arguing with my kid, am I going to get an alert not to invest?"



Separately, Google (NASDAQ:GOOG) is also getting in on the act, announcing late Tuesday that it plans to roll out a version its Android operating system for wearable technology. Last year, Fidelity launched a "Fidelity Market Monitor for Glass" for Google Glass, the high-tech eyewear that connects to the Internet and is operated with voice commands. Fidelity is taking part in Google's developer program, which gives certain companies and individuals early access to the technology; but it's only worn by around 20,000 people in a test phase.

### A smartwatch app that helps you invest

Fidelity Investments unveiled what they are calling the first-ever investing app for wearables. Quentin Fottrell reports on MoneyBeat.

But not everyone thought that Google Glass and aggressive traders were a good match — especially in a public place. In fact, one Seattle coffee shop and restaurant, The 5 Point Café and Lost Lake Café & Lounge, which has the same management, banned Google Glass. "The Pebble watch is obviously much less intrusive socially," Stern adds.

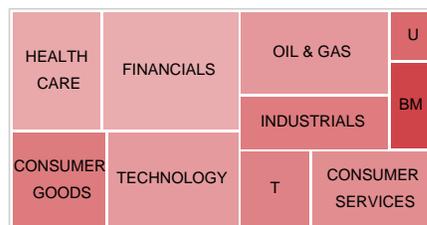
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|-------------------|--------|---------|------|--------------|
| 5 yr CD           |        | 1.3%    |      | 0.42         |
| 2 yr CD           |        | 0.8%    |      |              |
| 1 yr CD           |        | 0.6%    |      |              |
| MMA \$10K+        |        | 0.4%    |      |              |
| MMA \$50K+        |        | 0.6%    |      |              |
| MMA Savings       |        | 0.4%    |      |              |
| MMA Savings Jumbo |        | 0.5%    |      |              |

National averages from Bankrate.com

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**Jaime Chaton**

6 hours ago

Fidelity mustve thought of this idea when Samsung unveiled their hyped-up smart watch, which has now proven to be a big flop. Secondly, smart investors who buy into low cost mutual funds, and are with companies such as Vanguard, Fidelity and T. Rowe, dont day-trade. They invest for the long term - not sell when they are in the

middle of having lunch with some associate.

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**Tom Tran**

6 hours ago

My friend pulled out a Pebble watch to show me a couple months ago. What a ghastly joke.

Smart watches have a long ways to go to NOT create another chore in our lives, as well as provide an actual benefit.

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**Walter Bazzini**

6 hours ago

Another case of, "Just because we can, should we?" Or, "It's better than nothing, but not by much." Just gimme my laptop and a real keyboard.

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17h

@jolshan @WSJ No panic=no selling. #marketboom

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@ThePeterHa comes with its own treadmill desk and an 8-ball.

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@jolshan @WSJ would u be kind enough to elaborate..?

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17h

@ThePeterHa looks like a pebble app but market watch has no idea what that even is

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**josh daniel**

7 hours ago

look at all you negative nancies! is there no money in app development? haha

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**Harry Johnson**

7 hours ago

I hate watches. The cell phone killed the watch. All of these smart watches look like something a storm trooper would wear. A watch is like a piece of jewelry not like a old Casio with a upgraded calculator!!

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In 2014? this was created in the 90s! Lol

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No

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**D Hutchins**

7 hours ago

In baseball terms, Joe Garbageiola.

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THE BIGGEST PIECE OF CRAP . I would expect this in 1998 but not in 2014

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CRAP!

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if that works, its the next bubble...LOL

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