

October 7, 2014



Intel Make it Wearable Challenge Shines Spotlight on Judges Who Will Help Set the Stage for Future Wearable Technology

Judging Panel Includes Best Buy President and CEO, LVMH Chairman of North America, Nike+ Vice President and General Manager, Rebecca Minkoff CEO, SMS Audio President, and Tennis Ace Venus Williams

SAN FRANCISCO--(BUSINESS WIRE)-- Six industry luminaires in fields from fashion and design to fitness and retail are joining Intel CEO Brian Krzanich as judges in the Intel "[Make It Wearable](#)" challenge, helping to shape the future of wearable technology. On Nov. 3, they will select three winners who will be awarded a total of US\$800,000.



The Chile team that created BabyBe, a smart mattress for babies in the neonatal intensive-care unit (NICU) powered by Intel Edison, has been named one of ten finalists vying for the \$500,000

Judges include Best Buy* President and CEO [Hubert Joly](#), Chairman of North America for LVMH Moët Hennessy • Louis Vuitton S.A.* [Pauline Brown](#), Nike+* Vice President and General Manager for Digital Sport [Stefan Olander](#), Rebecca Minkoff* Co-Founder and CEO [Uri Minkoff](#), SMS Audio* President [Brian Nohe](#), and tennis ace [Venus Williams](#).

To accelerate innovation in the wearables space, Intel is bringing together great minds outside of the technology industry to provide their distinct perspectives and help push the creative envelope around design, aesthetics and functionality. With expertise in design, fashion, fitness, retail and user experience, the judges provide unique insights for the finalists in marrying design and aesthetics with function and form.

"We selected judges for the 'Make it Wearable' panel that also see unlimited potential for fashionable, personal expression in wearables and are excited for wearable creations that best marry form and function," said Krzanich. "Wearables are in their infancy. Collaboration between entrepreneurs and experts in technology,

grand prize in the Intel "Make it Wearable" challenge. (Photo: Business Wire)

design, retail, fashion and fitness will be necessary for the development of wearables that solve real problems, integrate into

lifestyles and that people will love."

With thousands of submissions, the "Make it Wearable" challenge engaged creative thinkers, inspired ideas to evolve personal computing, and spurred innovation and creativity in the development of wearable devices.

The [ten finalists](#) hailing from China, Europe, Latin America and the United States will present to the esteemed panel and will be judged on concept, feasibility, market demand and human impact. They are competing for a first place prize of US\$500,000, a second place prize of US\$200,000 and a third place prize of US\$100,000.

The ten final concepts, all powered by Intel® Edison, include a wearable camera that flies, bionic mattress for babies in the neonatal intensive-care unit (NICU), first-person broadcast system for professional athletes, low-cost robotic hand, sports necklace for athletes, bracelet that manages body temperature, wearable device designed for skiers, baby guard for expecting mothers and infants, hand-worn production tool, and smart watch with interchangeable hardware.

The ten finalists are perfecting their final creations for presentation to the judges with help from expert mentors that include industry thought leaders, strategists and technologists such as Canva* Chief Evangelist [Guy Kawasaki](#), entrepreneur and author [Steve Blank](#), Indiegogo* Associate Director of Design & Technology [Ben Bateman](#), Frog Design* Global Vice President of Innovation Strategy [Theo Forbarth](#), and Wearable Technologies* Founder and CEO [Christian Stammel](#).

For more information, news and photos go to <https://makeit.intel.com/>.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com, and about Intel's conflict-free efforts at conflictfree.intel.com.

Intel, the Intel logo are trademarks of Intel Corporation in the United States and other countries.

*Other names and brands may be claimed as the property of others.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20141007006738/en/>

Intel

Alison Wesley, 415-307-7817

alison.wesley@intel.com

Source: Intel