|  |  |
| --- | --- |
| **Press release****For immediate release April 10, 2015** | Michelle HutchisonHead of PR & Money Expertfinder.com.au+61403 192 994+61 2 9299 7602Michelle@finder.com.au |

**Don’t get caught up in the smart watch frenzy without comparing your options!**

|  |
| --- |
| * 800,000 Australians planning to buy Apple Watch with pre-sales from 5pm today AEST
* finder.com.au launches most comprehensive comparison of wearables: [www.finder.com.au/wearables](http://www.finder.com.au/wearables)
* Important to compare: not all apps are available and not all phones are compatible!
 |

**April 10, 2015, SYDNEY, AUSTRALIA** – [finder.com.au](http://www.finder.com.au)[[1]](#footnote-1), one of Australia’s largest comparison websites, has launched Australia’s most comprehensive analysis of wearable technology devices, and is calling for consumers to compare the details ahead of the hotly anticipated introduction of the latest player, the Apple Watch. Pre-orders on the Apple Watch will be available globally from today (5.01pm AEST Friday April 10, 2015).

The Apple Watch joins almost 300 wearable technology devices in a growing market that’s set to be worth US$8.7 billion (A$11.3 billion) globally this year[[2]](#footnote-2). And Australians are also buying into the frenzy, with 4.2 percent of Australian adults – an estimated 800,000 people – intending to buy the Apple Watch right now[[3]](#footnote-3).

Michelle Hutchison, Money Expert at [finder.com.au](http://www.finder.com.au), said restrictions on available apps will be a big consideration for consumers when deciding which wearable device they should buy.

“With some 370,000 smart watches sold here in 2014, Australians are certainly warming to adopting wearable devices, with the market poised to exceed $400 million by 2018[[4]](#footnote-4). The arrival of the Apple Watch is set to grow the smart watch market by at least 50 percent this year alone.

“Three-quarters (75 percent) of Australians – almost 17 million people – use smart phones, with over half (52 percent) of our digital time spent on mobile devices. Most of this time (85 percent) is spent on apps, with the average number of apps per smartphone hovering around 27, according to a US study[[5]](#footnote-5).

“But when it comes to apps, some people may be disappointed to find out that their favourite apps aren’t accessible on a smart watch.”

The finder.com.au comparison found that just three of the top 10 most popular apps will be available on the Apple Watch (Facebook, Gmail and Instagram) while three are available on Android wearables (Google Play, Google Maps and Facebook Messenger).

**Top smartphone apps of 2014 and availability on Apple and Andriod watches**

|  |  |  |  |
| --- | --- | --- | --- |
| **Top 10 smartphone apps** | **Apple Watch** | **Android Wear**  |  |
| 1. Facebook | Yes | No |  |
| 2. Google Search | No | No |  |
| 3. Youtube | No | No |  |
| 4. Google Play | No | Yes |  |
| 5. Google Maps | No | Yes |  |
| 6. Gmail | Yes | No |  |
| 7. Facebook Messenger | No | Yes |  |
| 8. Google+ | No | No |  |
| 9. Instagram | Yes | No |  |
| 10. Music (iTunes, Radio/iCloud) | No | No |  |

Source: [finder.com.au](http://www.finder.com.au), Nielsen

Of the 515 apps compared on finder.com.au the Apple Watch will have more apps available (313) than Android wear (211) and more apps are expected to be released when the Apple Watch goes on sale on April 24.

“It’s also important for people to know if their mobile is compatible as we’ve found that out of the top 34 smart watch and fitness trackers on finder.com.au by market share, there’s a huge difference in which wearables are compatible with different phones.

“For instance, you need to have an iPhone 5 or above and the latest version of iOS 8 installed to use the Apple Watch and Android phones won’t work with this watch. The same goes for Android wearables, which don’t work with iPhones.

“The Samsung Galaxy S3 and above (S3, S4, S5 and S6) are compatible with all non-Apple wearables on the market (33 of the 34 wearables compared), whereas if you have a Samsung Galaxy S2 the number of options is reduced to eight. The iPhone 4 has the lowest number of options, only being compatible with the Pebble Watch and Pebble Steel SmartWatch. While HTC One M7 and M8 can be compatible with 28 wearable devices.

“If you’re thinking about buying a wearable or smartwatch, make sure you compare which apps are available and check if your phone is compatible otherwise you may end up with a very expensive, dumb smartwatch.”

**Useful links:**

* For the complete list of 515 wearable apps and which device they are available on: [www.finder.com.au/wearable-apps-comparison](http://www.finder.com.au/wearable-apps-comparison)
* For the list of 34 smart watch and fitness trackers and which smartphones are compatible: [www.finder.com.au/wearables-smartwatches-fitness-trackers-compatibility](http://www.finder.com.au/wearables-smartwatches-fitness-trackers-compatibility)

###

**For further information:**

|  |  |
| --- | --- |
| **Michelle Hutchison**Head of PR & Money Expertfinder.com.au+61403 192 994+61 2 9299 7602Michelle@finder.com.au | **Bessie Hassan**Editor & PR Managerfinder.com.au+61402 567 568+61 2 9299 7602Bessie.Hassan@finder.com.au |

**About finder.com.au:**

[*finder.com.au*](http://www.finder.com.au/) *is one of Australia’s biggest comparison websites and has helped over 4.8 million Australians find better credit cards, home loans, life insurance, shopping deals and more since 2006. finder.com.au compares 250 credit and debit cards from 31 providers, over 300 home loan products, and information from 13 life insurance providers as well as online shopping promo codes, mobile phone plans, travel insurance and more. One Australian every five minutes is using* [*finder.com.au*](http://www.finder.com.au) *or one of its network sites* [*creditcardfinder.com.au*](http://www.creditcardfinder.com.au/) *and* [*lifeinsurancefinder.com.au*](http://www.lifeinsurancefinder.com.au/) *to find better (Source: Google Analytics).*

**Disclaimer**:

*Hive Empire Pty Ltd (trading as finder.com.au, ABN: 18 118 785 121) provides factual information, general advice and services on financial products as a Corporate Authorised Representative (432664) of Advice Evolution Pty Ltd AFSL 342880. Please refer to our* [*FSG*](http://www.finder.com.au/resources/Finder-Financial-Services-Guide.pdf) *and Credit Licence ACL 385509. We are also a Corporate Authorised Representative of Countrywide Tolstrup Financial Services Group Pty Ltd. ABN 51 586 953 292 AFSL 244436 for the provision of online travel insurance. We are not owned by any Bank or Insurer and we are not a product issuer or a credit provider. Although we cover a wide range of products, providers and services we don't cover every product, provider or service available in the market. We also don't recommend specific products, services or providers. If you decide to apply for a product or service through our website you will be dealing directly with the provider of that product or service and not with us. We recommend consumers understand the Product Disclosure Statements before deciding if a product is right for them (c) 2013.*

1. Experian Hitwise, since 2013 [↑](#footnote-ref-1)
2. Smartwatch Group [↑](#footnote-ref-2)
3. Research by PureProfile [↑](#footnote-ref-3)
4. According to Telsyte [↑](#footnote-ref-4)
5. Nielsen study (2013) [↑](#footnote-ref-5)