

## Wearable Enterprise Apps via Salesforce

Written by Marco Attard  
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Salesforce turns its attentions to wearable electronics and launches Salesforce Wear, an open source platform for developers wanting to the likes of Google Glass from consumer toys into enterprise tools.



The Wear platform counts Samsung, Philips and ARM as partners, and currently supports the Google Glass headset, the Samsung Gear 2 and Pebble smartwatches, the MYO gesture control armband, the Bionym Nymi (a heart beat-based authentication wristband) and devices running on the upcoming Android Wear.

To help developers wanting to take on the device category Salesforce provides what it calls the "Salesforce Wear Developer Pack"-- a collection of open source reference apps acting as an example of how Salesforce builds apps for such devices. In turn such apps connect to the Salesforce1 platform.

"Wearables are the next phase of the mobile revolution," Salesforce says before talking of the "massive opportunity these devices offer to connect with customers in new ways."

Salesforce is not the first company to talk about the enterprise potential of wearables-- earlier this year Forrester predicted the future will see "Wearables 2.0" designed for highly specialised tasks, making the device category far more valuable to businesses and, ultimately, your customers.

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