

Touchscreen T-Shirts Only a Few Years Away

Written by Bob Snyder
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Under Armour unveiled **Armour39**, its next generation of wearable technology.

Armour39 is an athletic performance monitoring system that measures "what matters most: WILLpower." WILLpower is Under Armour's proprietary measurement for how hard an athlete pushes him or herself during a workout on a scale of 1-10, taking into account speed, intensity, heart rate, calories burned, a log of past performances and other athletic metrics.

A chest strap that contains an Under Armour "bug" and heart monitor capture all the information and can transmit data to the Armour39 watch (or via an iOS app to an iPhone).

While it does not yet contain a GPS element for proper run tracking, but that allows the device to run for nearly a year on the watch battery used in the device

To promote the new Armour39 system, Under Armour has released a commercial called "I Will." That video Armour39 system and chest strap is just a first step for a company that has a future concept : a suit that has touchscreen capabilities built directly into the fabric.

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