

# Misfit to run with analog swag in upcoming Phase

October 19 2016, by Nancy Owano

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(Tech Xplore)—What, me wear a teensy phone on my wrist? A screaming touchscreen fitness band on my wrist?

Nope and nope. Those are the kinds of denials that worry investors and vendors hoping to see a rise in smartwatch adoption.

Misfit might make a point in their move to introduce a new product, as a hybrid wrist wearable, showing up with a traditional looking watch but with additional features and functions.

Misfit is announcing a new watch called the Phase, expected next month.

Returning to that concept of hybrid: *Ars Technica* described the Phase's central characteristic. "The watch itself is analog but it uses the hands, a small colored window near six o'clock, and vibrations to deliver [notifications](#) to your wrist."

*TrustedReviews* similarly said, "it first and foremost resembles a standard watch, which is great for anyone who favours a more discreet design. Not everyone wants to have a clear piece of technology on their [wrist](#) after all."

Owners can expect a six-month battery life. That is, according to the company site, the Phase lasts up to six months with no charging required. The site noted a replaceable CR2430 coin cell battery. The watch is showerproof and swimproof, the site added.



So what are its smarter features? The \$175 Phase behaves as a fitness tracker, for steps, for distance and for sleep patterns. It uses a 3-axis accelerometer.

It also shows notifications. Disc at bottom turns a different color to tell you if you have new message, said *Alphr*. Want to know who is calling? A number on the watch face can be allocated a person's phone number. When the person rings, the clock hands point to that [number](#).

The site said it is Bluetooth-enabled to sync with your smartphone to deliver call, text, alarm notifications, and get custom settings via the Misfit app. The site gives some details about operating systems and key [features](#).

Alan Martin on Tuesday in *Alphr* said there is more, as "you'll be able to control your music remotely, take photos with your phone or advance slides in a presentation, all with a touch of the [wrist](#), suggesting this is more than just a pedometer with a clock."

*Ars Technica* on Tuesday said the Phase has an aluminum and stainless steel case. It comes with either silicone or leather bands. Getting into the design, the article described the "small metallic [accents](#) in the watch hands, numbers, and a thin ring around the face itself."

**More information:** [misfit.com/products/misfit-phase/](https://misfit.com/products/misfit-phase/)

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