***Your life on your wrist***

Will your wrist soon be your second brain? Smartwatches may soon bring your bank, transit pass and popular Candy Crush game, to your forearm.

Reports of an Apple iWatch release have consumers excited, but investors nervous that a new Apple product could hurt competitors, such as Pebble and Samsung Galaxy.

LinkedIn Influencers weighed in recently on the perks of wearable technology, the proliferation of new apps and the possibility of huge industry disruption. Here’s what two of them had to say.

***Bernard Marr, Author***

Switzerland, look out. Many wonder whether the smartwatch will make traditional watches obsolete. Marr explored this in his post Will Apple do to Rolex What It Did to Nokia?

“I have always had a passion for beautiful mechanical watches but feel that, for the first time, even I would be tempted to swap my timeless and traditional wristwatch for a smartwatch,” wrote Marr.

“Smartwatches are going to be big over the coming years and I believe that they will challenge many traditional watchmakers as well as disrupt other businesses and industries.”

The watch industry needs to be wary of the rising smartwatch trend, wrote Marr, reflecting on claims made by Nokia’s chief Ansii Vanjoki that the iPhone wouldn’t pose a serious threat.

“Of course heads of companies are expected to put on a brave front in the face of opposition, but history clearly shows that failing to spot the next big threat and adapt your business in time can have disastrous consequences,” Marr wrote.

The impact on the luxury watch market would also be significant.

“I believe that there will always be a market for real luxury timepieces and precision Swiss engineering… However, I do think that the smartwatch threat is bigger than the digital threat in the 80s,” wrote Marr.

“This raises the interesting prospect that tech companies may be exploring the idea of some form of hybrid watches — combining “smart” with traditional mechanical movements. It’s certainly an intriguing idea. Could such devices, if they eventually emerge, begin to tempt customers from the higher end of the market? Perhaps if not Patek Phillipe aficionados, then Tag or even Rolex?”

***Gregory Kennedy, Senior Vice President of Marketing at TapSense***

Part of the smartwatch appeal is the ever-expanding app offerings, where everything from cooking tutorials to conference calls are offered at the touch of your wrist.

“As the wearable smart device market grows, apps are proliferating everywhere,” wrote Kennedy in his post Ready or Not, Here Comes the Wearable App Ecosystem.

This is music to the ears of app developers, who are seeking to cash in on the rush.

Pebble, one of the most popular smartwatch brands, already has 3,000 apps in its store. The Samsung Galaxy Watch, which has sold over 500,000 units, offers apps on its own operating system. Most recently at Google I/O, an annual software developer conference, two new smartwatches were announced by LG and Motorola.

Smartwatches provide a new market and new platform for app makers, he wrote.

“New features, data and access from wearable devices will enable new types of exciting apps to emerge.”

Already, wearable technology like Google Glass has shown promise in the business arena. Kennedy stated that in Dubai, police are testing Glass apps for traffic enforcement. Other apps are expanding the reach of the cooking, medical, and security industries.

“On the consumer side, the smartwatch has found a core market with hobbyists and tech enthusiasts, with thousands of apps having been developed specifically for them,” wrote Kennedy.

“As the volume of wearables sold increases, big opportunities will emerge for app developers just like they did on the smartphone.”

Will this be true? Only time will tell.