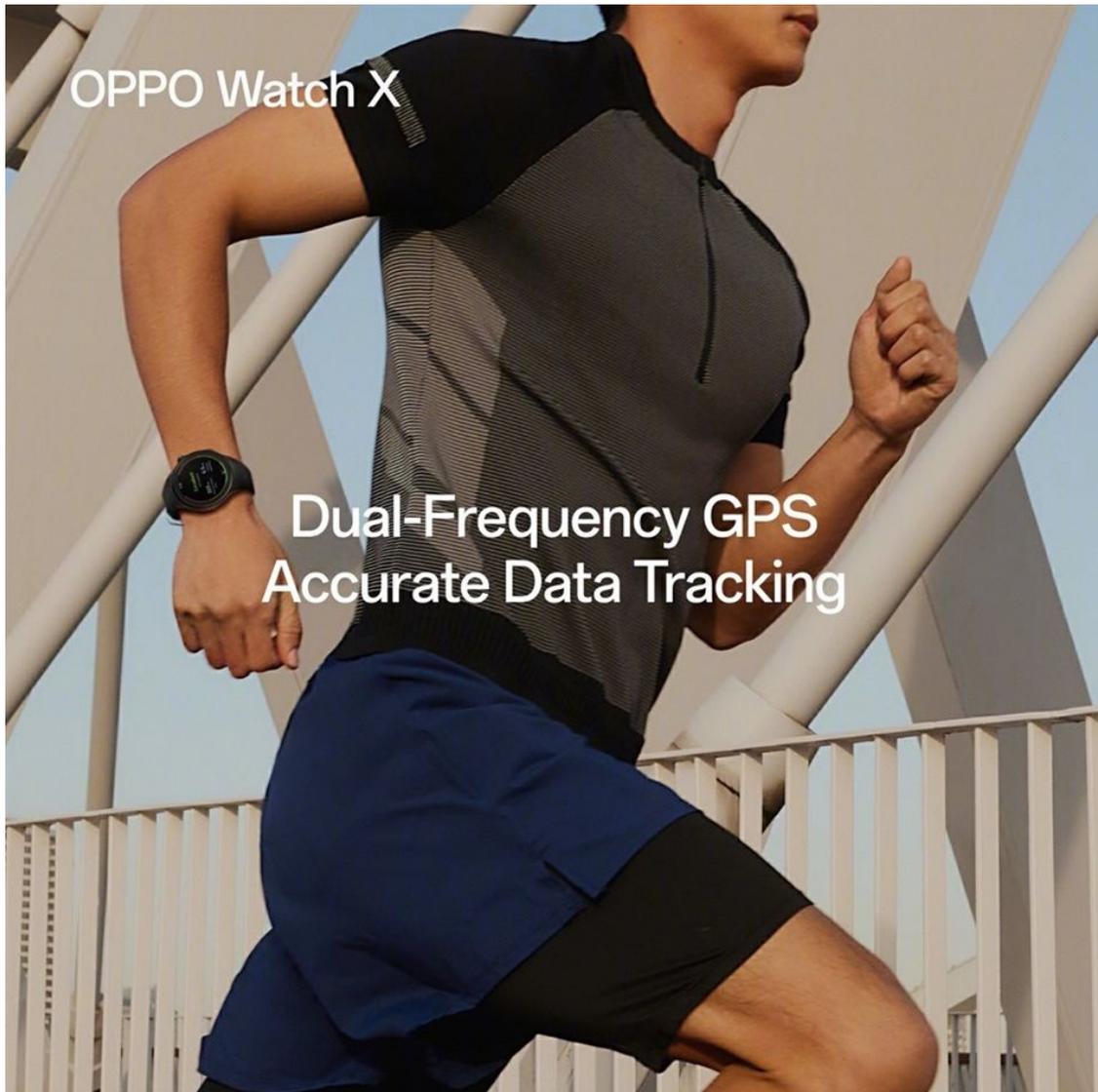


The influence of wearable tech on fitness culture

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In the years post the pandemic, health and well-being are not just aspirations but essential components of a modern lifestyle, and wearable technology has emerged as a key player in shaping fitness culture. The rise of wearable tech reflects a broader societal shift towards a more proactive and informed approach to health, highlighting the importance of data-driven decisions in personal well-being.



Smartwatches, classified as wearable technology, are redefining excellence in fitness technology. These devices extend beyond mere timekeeping or a symbol of success and affluence, as the traditional, sophisticated watch is popularly known for.

A recent [survey](#) by Deloitte reported on this trend, revealing that at least seven in 10 wearable device owners attributed significant health and fitness improvements to their gadgets and the help of apps. Incorporating a smartwatch and a tight activity regimen has proven to be a winning formula.

Redefining fitness tech excellence

Among the contenders in this space is the Oppo Watch X, a device that epitomises the seamless blend of form, function,

and futuristic technology, catering for the needs of today's fitness enthusiasts.

A big shift from the origins of wearable technology as mere fitness trackers, to what has become sophisticated tools that redefine excellence in fitness tech. With advanced sensors, AI algorithms, and sleek design, wearable devices are at the forefront of innovation, providing users with personalised insights and motivation to achieve their goals.

The Oppo Watch X stands out not merely as a beneficiary of the fitness trend but as a catalyst propelling it forward with its industry-leading battery life, sophisticated health monitoring features, and sleek design.

Yet, the question of balance arises. How does the Oppo Watch X fit within the broader landscape of wearable tech-influencing culture? The answer lies in its innovative features that take sports and health tracking to unprecedented heights.

Equipped with state-of-the-art sensors, it boasts exclusive fitness, heart, and stress monitoring capabilities, sleep analysis, and a top-of-the-line dual-frequency GPS, allowing you to easily track your position with aviation-level accuracy when running, cycling, hiking, or exercising in environments with poor GPS coverage in both urban and outlying areas.

Uninterrupted long battery life

At the heart of the Oppo Watch X is its industry-leading battery life, setting a new standard for endurance in the wearable tech market. Its incredible 100 hours of battery life technology and the ability to be fully charged in just 60 minutes is currently unmatched in the market. This means users can enjoy up to 12 days of phone usage when on Power Saver Mode, a must in South Africa, where power is not always guaranteed.

Improving sports and health efficiency

With Wear OS 4, the latest version of its platform, the Oppo Watch X offers smart connectivity and access to Google Play's diverse app ecosystem. This allows users to download and use various apps tailored to their preferences, whether for productivity, entertainment, health, or customisation. Users can enhance the overall personalisation of the device. The watch seamlessly blends advanced health monitoring with sophisticated design aesthetics.

Moreover, its sleep tracking and SpO2 monitoring features can help individuals identify potential respiratory issues, such as sleep apnea or other breathing irregularities. Not only does this potentially save a life, but it also plays a crucial role in helping users achieve their fitness goals by optimising sleep patterns, preventing overtraining, enhancing recovery and having access to valuable personalised insights.

For avid runners, the watch includes automatic sports recognition, which assists users to improve their posture when running. This is an incredibly helpful feature, considering that proper posture and balance contribute to injury prevention, balanced muscle engagement, less joint stress, and improved performance. Other sports features include a dedicated badminton mode.

These features are not exclusive to Oppo but represent a trend where technology becomes an intimate partner in health and fitness journeys.

In comparison, devices like the Apple Watch Series and the Fitbit Sense offer similar functionalities but differ in their ecosystem integration and focus. The Apple Watch excels in seamless integration with iOS devices and a broad app ecosystem, while the Fitbit Sense focuses on comprehensive health monitoring. The Oppo Watch X distinguishes itself by emphasising battery life and a unique blend of health and fitness features tailored for the active user, especially in regions like South Africa, where the consistent power supply cannot be taken for granted.

Recently introduced to the South African market, the Oppo Watch X marks a significant leap for Oppo in the region. Avashnee Moodley, head of marketing at Oppo, believes it will transform fitness culture and societal norms surrounding well-being. The Oppo Watch X goes beyond conventional features, providing real-time insights, personalised coaching, and

actionable data. Carefully crafted features such as activity tracking, workout analysis, and goal setting empower users to cultivate sustainable and achievable fitness habits.”

Industry-leading endurance: Empowering your active lifestyle

Beyond functionality, its design philosophy combines cutting-edge technology with elegant aesthetics. The Oppo Watch X curved AMOLED display provides a stunning viewing experience. At the same time, the premium stainless-steel body and ceramic back offer comfort during wear and tear, making it durable and resistant to scratches. The Oppo Watch X exudes elegance and durability, creating a wearable masterpiece.

With the growth of a health-conscious and proactive self-care society, many other wearable devices like the Oppo Watch X are poised to be at the centre of improving intelligent fitness, driven by data and actionable insights. This impressive technology is slowly reshaping cultural norms surrounding health and well-being by encouraging individuals to use technology when deciding their lifestyles and well-being.

Acknowledging the potential criticisms around issues like data privacy, algorithm bias, and the risk of health inequalities Oppo has taken a proactive stance in its commitment to addressing these challenges ethically, with a strong dedication to user privacy and fair practices.” Oppo devices, including the Watch X, are designed with privacy at their core, ensuring that users’ health and fitness data are securely managed and protected,” says Moodley.

“The Oppo Watch X represents a paradigm shift in how we approach fitness. It’s not just a device; it’s a lifestyle enabler, guiding individuals toward a healthier and more active future, she concludes.

Price and availability

The RRP for the Watch X is from R 5999, or as little as R159pm as a bolt-on to your contract. It will be available in Platinum black with its black fluoro-rubber strap and black stainless steel body, as well as the Mars Brown with its brown fluoro-rubber strap and silver stainless steel body in South Africa starting 1 March at your leading operators and retailers.

For more detailed information, please visit <https://www.oppo.com/za/>

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