ways to deliver marketing messages to the burgeoning wearable technology market Smart devices could detect nearby shops 112m OFFER Google: Investing heavily in wearable technology with Google Glass and Android Wear OS 2013 Google Wearable revenues devices Other 16% 19m 84% Advertising 2014 2018 Sources: IDC, wire agencies @ GRAPHIC NEWS

Wearable device ads

Advertising agencies are devising