



## **Power dressing: Wearables could mean an end to lost deliveries says Fastlane International**

### **International courier says smart technology will transform home deliveries**

Research from UK online courier [Fastlane International](#), a pioneer in internet technology, reveals that wearable technology is poised to revolutionise deliveries and could spell the end of missing parcels.

Fastlane International's Head of Public Relations, David Jinks MILT, says: 'Wearables such as smart watches and glasses will transform deliveries. The future for Google Glasses may be a little out of focus, but other companies have already got production versions on the market. Using this technology delivery drivers wearing smart glasses can seamlessly digitally record deliveries as they are made. And Wearables incorporating barcode scanners are already in use for picking in warehouses and can easily be adapted to enable couriers to record the journey of an item all the way from pickup to final handover. This could eliminate missing parcels.'

And there are other benefits for internet customers, explains David: 'Smart glasses' ability to record deliveries digitally will mean proof of delivery is more secure and evidence to support, or refute, claims of lost or damaged consignments can be captured automatically; potentially without the customer even realising it.'

'Sending information through glasses would also mean data could be received hands free, improving driver safety.' David adds.

One manufacturer of delivery vehicles, Scania, has already worked with Sony Mobile to launch its own Wearable, the Scania Watch. It's a simple way of collecting information on variables including fuel consumption, driving efficiency and average speed. It can also be used to receive email, text message and phone call notifications. This means even when the driver is out of the cab, making deliveries, they can be kept in touch with route changes, etc.

And Scania says that it hopes to include functions such as providing information on the driver's pulse rate to open up a range of health and safety services for drivers.

For consumers, Wearables could also transform ordering online. Says David 'The latest research suggests 20% of people are intending to buy wearable technology. In fact, Forrester Research estimates that 25% of US internet users have already used a wearable device in the last year, compared with 14% in 2013. In the UK alone the scheduled launch of the Apple Watch this April means the Wearables market is set to double in 2015.

David adds: 'Internet retailers must continue to innovate, with responsive mobile sites being further developed for ever-smaller screens. This liberating new technology means consumers will be able to research and order deliveries on the move. Already, instead of buying with one click on Amazon, shoppers can buy with their voice on an Android Wear watch. By simply saying "Start Amazon" to their smartwatch shoppers can then order the item they would like. The wristwatch also lets customers search and add items to their wish list.'

He concludes: 'We are in the early stages of a new revolution in e-commerce and fulfilment. Internet

retailers and delivery companies must act smartly to futureproof themselves and ensure their customers benefit first from Wearables.'

For more information see [www.wedelivertheworld.co.uk](http://www.wedelivertheworld.co.uk)

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