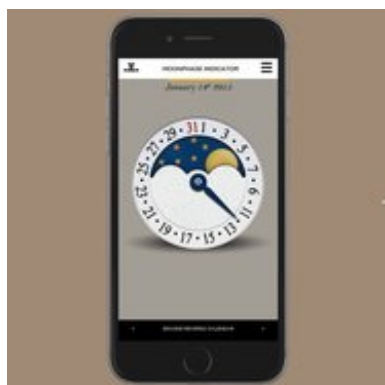


MOBILE

Jaeger-LeCoultre touts moonphase complications via mobile

January 23, 2015



Jaeger-LeCoultre's Moonphase app

By JEN KING

Swiss watchmaker Jaeger-LeCoultre is helping owners set their watches' moonphase complications without a trip to the boutique through a new mobile application.

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Luxury Daily

Available for Apple devices, the "JLC Moonphase" provides owners of Jaeger-LeCoultre watches with tutorials to correctly set the moonphase complications on their timepiece. Producing an app that helps the consumer with maintenance may be a more welcomed download compared to one that simply pushes ecommerce or heavily showcases timekeeping technology.

"With the Apple Watch nearing launch, we're about to see more of a marriage between watches and mobile apps," said Jeff Hasen, a Seattle-based mobile marketing strategist.

"The amount and kind of pieces of information that will be available to wearers will be broadened," he said.

Mr. Hasen is not affiliated with Jaeger-LeCoultre, but agreed to comment as an industry expert.

Richemont-owned **Jaeger-LeCoultre** did not respond by press deadline.

Moon moments

During Salon International de la Haute Horlogerie, Jan. 19-23 in Geneva, Jaeger-LeCoultre focused its social media posts on its timepieces equipped with different types of moonphase complications.

Pieces highlighted included the Duomètre Sphérotourbillon Moon watch, the Atmos Marqueterie Céleste table clock, the Rendez-Vous Moon timepiece and the Master Grande Tradition Grande Complication wristwatch.



Duomètre Sphérotourbillon Moon

Jaeger-LeCoultre's Duomètre Sphérotourbillon Moon complication

Within posts of the 2015 creations, Jaeger-LeCoultre included a prompt to download the JLC Moonphase app from the iTunes store. By doing so, the brand was able to meld traditional watchmaking with technology without having to enter the wearables field.

When downloaded for either iPad or iPhone, the opening screen shows a Jaeger-LeCoultre Master Calendar timepiece displaying the correct time of day. Below the watch, the app user can select “Moonphase Indicator,” “Set my Moonphase” or “Full Moon Calendar.”

In Moonphase Indicator the consumer can scroll through the different types of moonphase complications developed by Jaeger-LeCoultre. These include variant adaptations of the Duomètre a Quantième Lunaire 40.5, the Atmos Classique Phases de Lune, the Atmos Marqueterie and the Duomètre Sphérotourbillon moon complications, among others.



Jaeger-LeCoultre's Atmos Marqueterie moonphase complication

Each complication is given its own slide that when loaded moves to display how the moonphase would function when built into a timepiece. This also allows the user to look closely at the complication in larger detail than when it appears on a timepiece.

For Set my Moonphase, the user can select between 18 Jaeger-LeCoultre timepieces, including its Atmos clocks. When a watch or clock is selected, the app loads a slideshow that automatically begins, in a loop, to show the user how to align his watch with the device's camera. When the picture is taken, the app then walks the users through the steps to correctly set the moonphase.



CHOOSE YOUR WATCH



*Duomètre À Quantième Lunaire 40.5
White Gold*

PREV

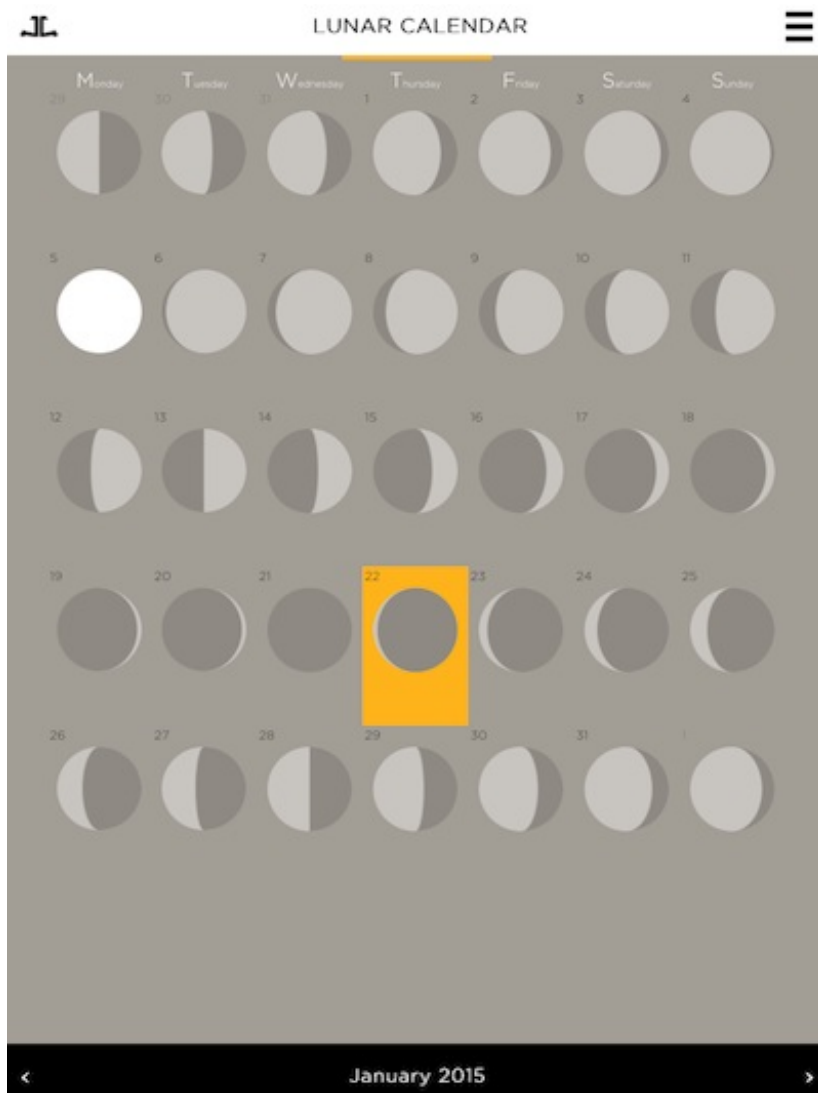
CHOOSE

NEXT

Jaeger-LeCoultre's Duomètre à Quantième Lunaire 40.5 watch

Jaeger-LeCoultre notes that moonphase corrections should not be performed between the hours of 10 p.m. and 3 a.m., because the automatic date change mechanism is already in action.

The app also includes a monthly Lunar Calendar to show what the moonphase complication will look like, per day, when correctly set. The app's Lunar Calendar can be set for both the northern and southern hemisphere.



In-app moonphase calendar

Jaeger-LeCoultre's app does not link to the watchmaker's Web site and does not have options to connect with the brand outside of its moonphase complications.

The app can be downloaded for free from the [App Store](#).

Mobile service center

Watchmakers have begun to find ways to integrate technology without altering the quality and craftsmanship of their timepieces.

For example, Germany's Montblanc is embracing wearable technology with the introduction of the e-Strap, a device that can be added to any traditional timepiece.

In general, watchmakers were not inherently threatened by the emergence of smart wearables due to their dedication to craftsmanship. But, as the technology was developed some watchmakers, as well as retailers and accessories makers, have realized the potential of collaborations to maintain relevancy in a changing marketplace ([see story](#)).

Others have turned to apps that act as technological companions to a fine Swiss watch.

For instance, Switzerland's Zenith Watches has created a tutorial-driven mobile application for Apple and Android devices to help horologists maintain, service and restore timepieces on their own.

Zenith's "The Experience" is touted as "something new" in the watchmaker app category, which may spur downloads from consumers who collect timepieces or own a piece from the brand's collections ([see story](#)).

There will be room for growth in the watch app sector as watchmakers determine what works best for their consumers.

"This moon-phase app is niche. I'm sure that for some, having the timing of these phases more readily available will be viewed as a service," Mr. Hasen said.

"Others won't care," he said. "I would look for a lot of testing by this brand and others to see exactly what users want and when."

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/C2jsF1UqoC8](https://www.youtube.com/embed/C2jsF1UqoC8)

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