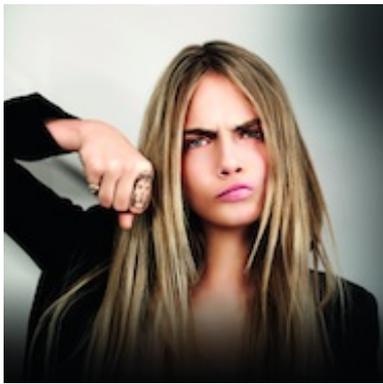


MOBILE

Tag Heuer combines synergies with Google, Intel for smartwatch

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Cara Delevingne for Tag Heuer

By STAFF REPORTS

LVMH-owned Tag Heuer is the latest Swiss watchmaker to announce a smartwatch, just as the Apple Watch is about to hit stores.

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The creative partnership between Tag Heuer, Google and Intel signifies a new era of collaboration between Swiss watchmakers and Silicon Valley to escalate the expertise of each brand whether it be watchmaking, software or hardware. From the first utterance of wearables, many horologists agreed that collaborative efforts between tradition and technology would yield competitive results.

Tag, you're it

Tag Heuer announced its collaboration with Google and Intel during a press conference at Baselworld March 19 in Geneva at the watchmaker's booth.

During the conference, president of the watch division at LVMH Group and CEO of Tag Heuer Jean-Claude Biver was joined by David Singleton, director of engineering for Google's Android Wear and Michael Bell, corporate vice president and general manager of Intel's new devices group.

Tag Heuer's Mr. Biver said while on stage that, "Swiss watchmaking and Silicon Valley is a marriage of technological innovation with watchmaking credibility. Our collaboration provides a rich host of synergies, forming a win-win partnership, and the potential for our three companies is enormous."



Tag Heuer press conference at Baselworld

Exact details of the smartwatch resulting from the collaboration have yet to be shared, but the device will run on Android software and offer applications such as Google Play Music and activity tracker, Google Fit.

Overall, the watch is being described as a wearable that is "both luxurious, and seamlessly connected to its wearer's daily life – a culmination of innovation, creativity and design from Silicon Valley in California and the Watch Valley in La Chaux-de-Fonds, Switzerland."

Tag Heuer is not alone in pushing for a combination of Swiss horology with Silicon Valley tech.

For example, Swiss watchmaker Breitling is taking the smartwatch concept to new heights with its flight-ready B55 Connected timepiece.

Smartwatches are often synced to a smartphone application that tracks the wearer's physical activity and sends push notifications. Breitling has taken the opposite approach by having the smartphone service the B55 Connected chronograph to enhance functionality and conviviality ([see story](#)).

Intel has also worked with Opening Ceremony and Barneys New York on a fashion-forward wearable device ([see story](#)).