

MOBILE

Govberg Jewelers helps horologists manage collections via mobile app

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Jaeger-LeCoultre's Geophysic 1958 watches

By KAYSORIN

U.S.-based Govberg Jewelers is helping watch enthusiasts better manage their collections by releasing a new mobile application that will aid in maintaining, servicing and storing information about their timepieces.

Sign up now

Luxury Daily

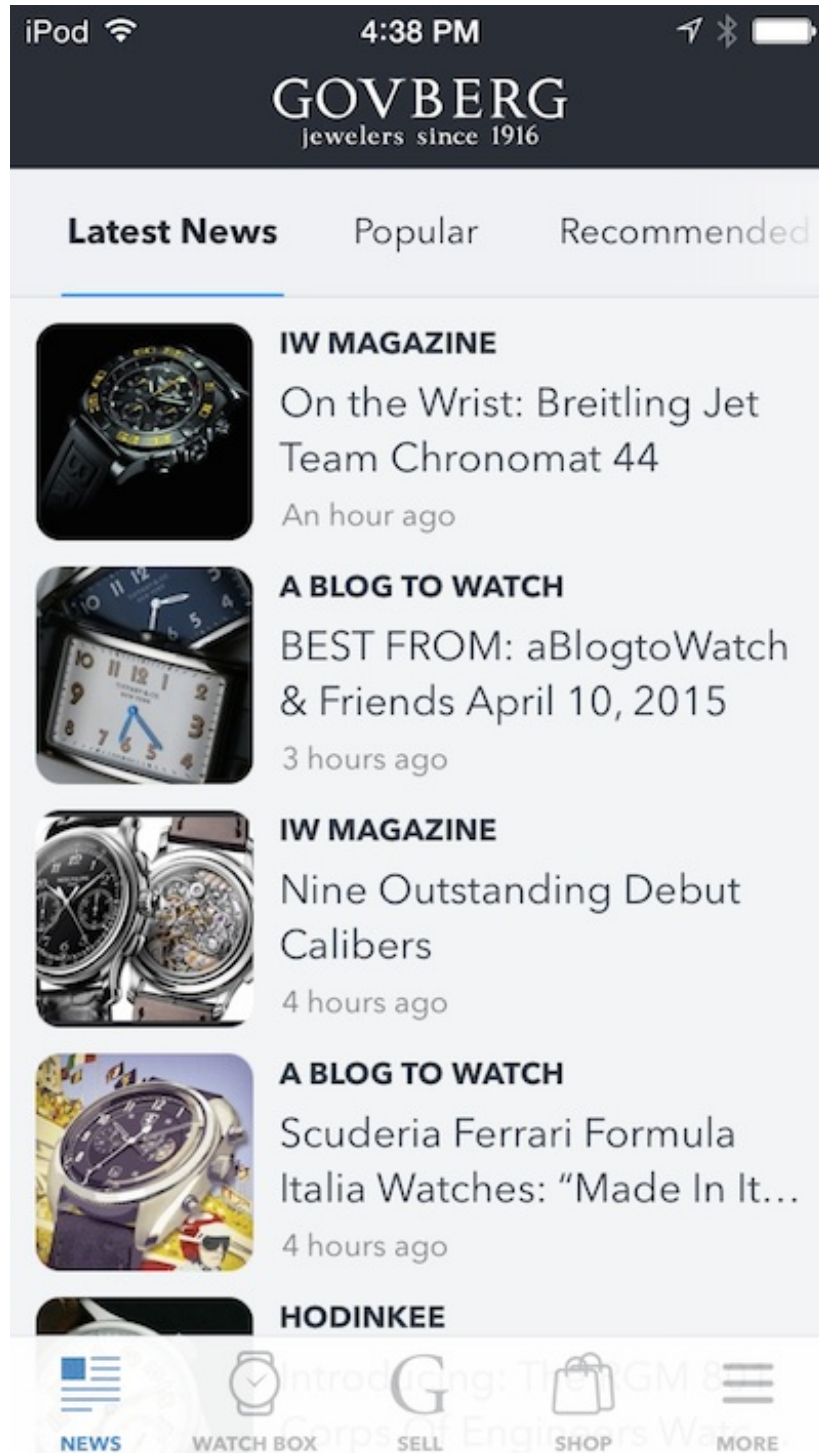
Govberg OnTime is designed to be the ultimate companion for horologists, providing them with the latest news, extensive information about their own collection, and concierges to assist them in making transactions. By creating a unique app that consumers can use to manage a large connection, Govberg is providing an essential resource to the most elite consumers in the industry.

"Just as a financial adviser suggests asset management software to streamline investment portfolios, Govberg OnTime helps the collector consolidate and keep track of important elements for insurance reasons, social sharing and personal enjoyment," said Danny Govberg, president and CEO of **Govberg Jewelers**, Philadelphia. "Our 'asset management' function offers the ability to catalog purchase details, warranties, insurance paperwork, service history and important product specs.

“This will prove useful should you wish to sell a watch, schedule routine service and repair and much more.”

The best of times

Govberg OnTime offers a number of useful features to help horologists best manage their collections. The app is available for free and can be downloaded on a mobile device to provide constant assistance at any time or place.



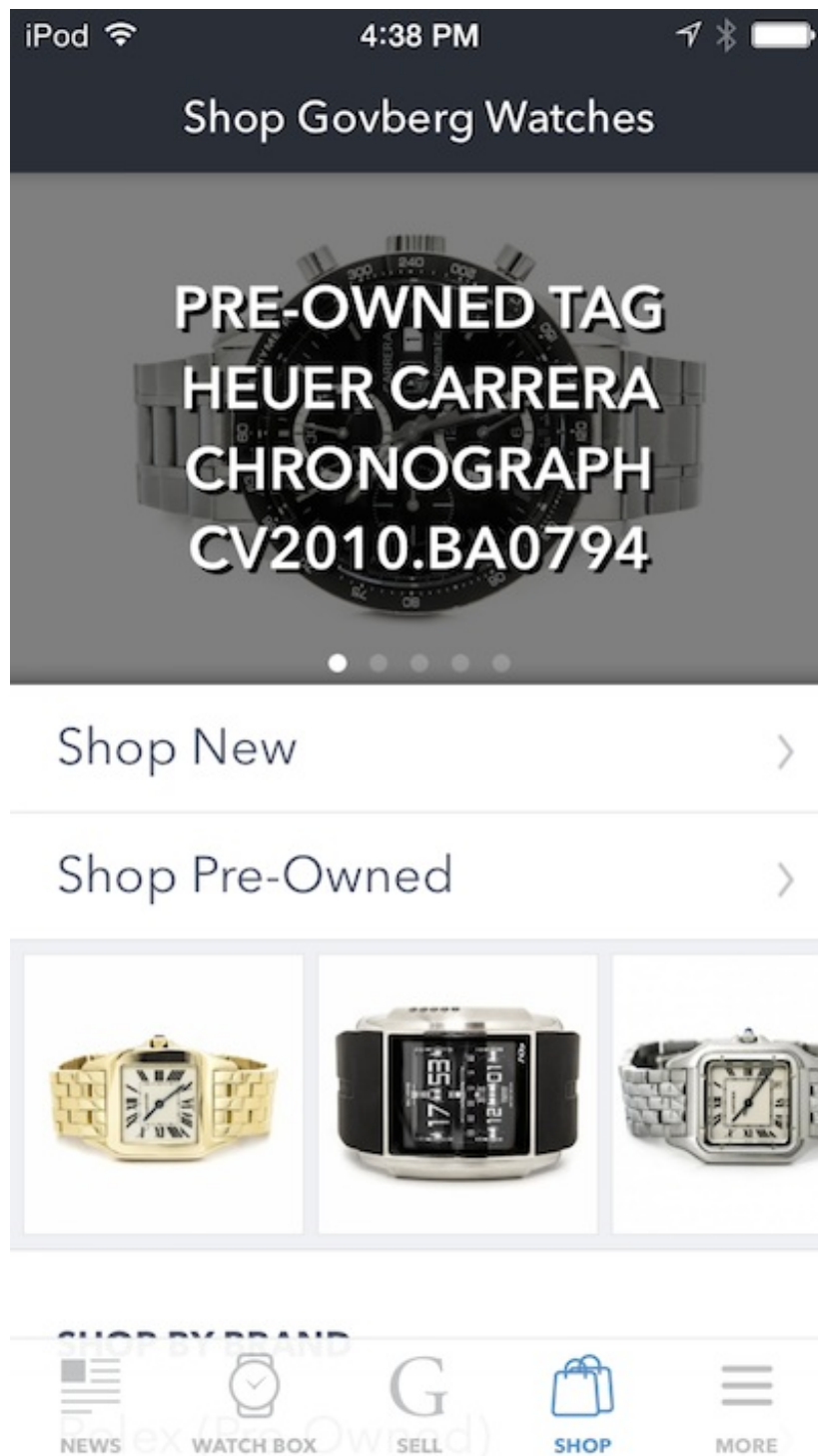
The Govberg OnTime app shares the latest news with users

The app keeps collectors up-to-date with a live newsfeed about the watch industry from leading media sources such as blogs and magazines. This feature is ideal for collectors with high-powered jobs as it allows them to keep up without having to check the computer.

One of the most unique features of the app is its My Watch Box section, which aids users

in maintaining their own collection. It enables users to store pictures of their timepieces along with information about insurance, warranty and service history.

All of this information is stored in a cloud-based, accessible format.



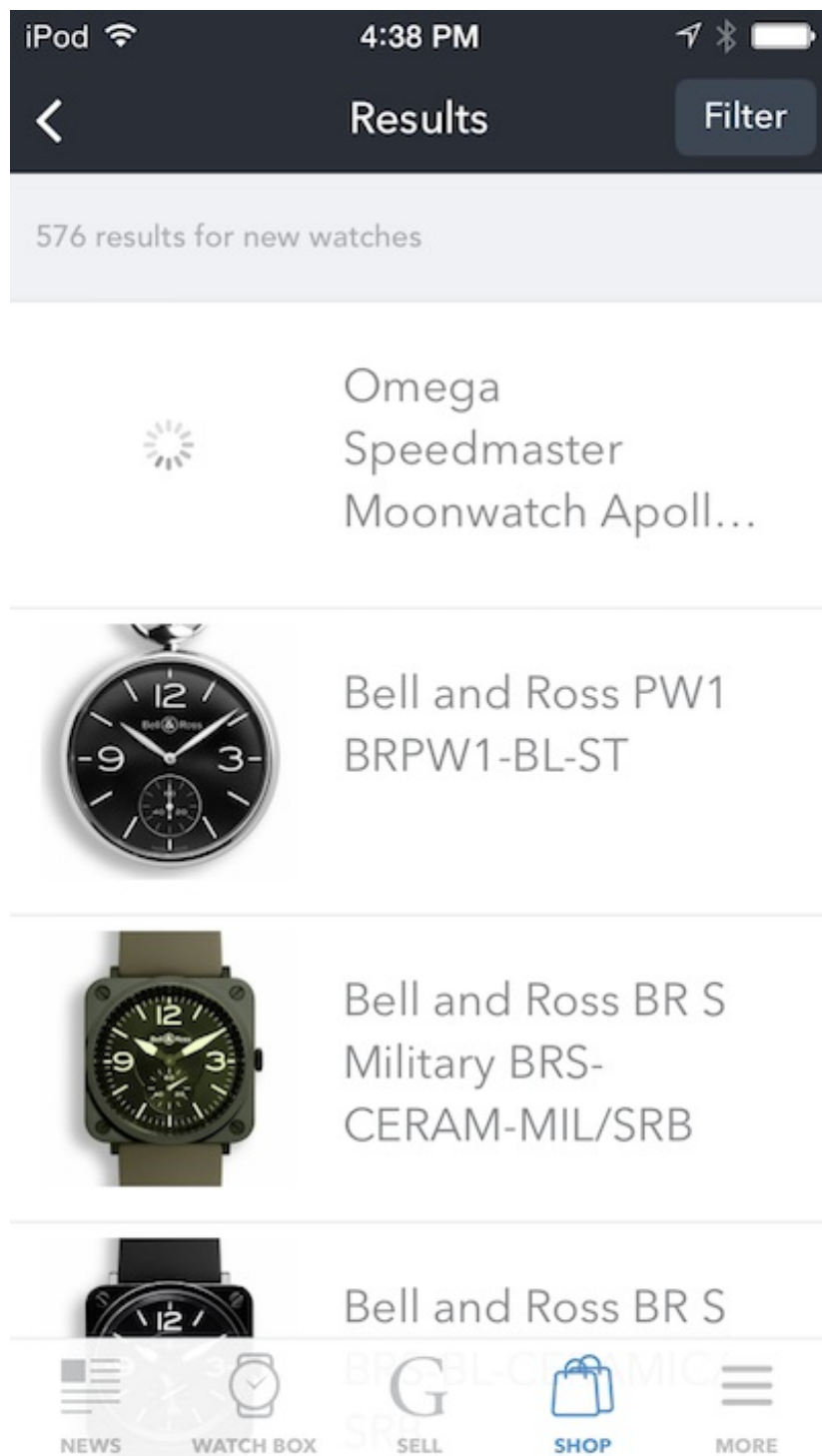
Consumers can use the app to shop for watches

In addition to maintenance, Govberg OnTime also helps consumers with the process of buying or selling their timepieces. Consumers have the ability to shop Govberg's selection of watches, which includes more than 50 of the industry's leading brands.

"Govberg OnTime's 'shop' feature invites you to discover an unbelievable and constantly growing selection of new and pre-owned timepieces for sale," said David Kaplan, managing director of ecommerce of Govberg Jewelers, Philadelphia. "We present in-

depth information for each piece, including extensive images to properly communicate the condition of each pre-owned watch available.

"The app also allows collectors to submit their own watches for sale and can connect them with an expert concierge to provide a fast, free quote," he said. "Having the ability to compare prices and work with an industry expert will allow users to see their timepieces with confidence."



Govberg's app includes more than 50 popular brands

While the app is primarily consumer facing, it can also be used by brands to connect with consumers. Brands can share updates and releases with a large audience and facilitate communication.

Govberg Jeweler's app can be downloaded from the [Apple App Store](#) for free.

Apply yourself

Creating a mobile app is an excellent way for a brand itself to connect with consumers, and some of the luxury watch brands have taken advantage of this recently.

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

Zenith's "The Experience" was 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. Mobile apps that serve as educators, rather than flat catalogs with little interaction, fare better and are more likely to be viewed as a valuable resource for watch owners ([see story](#)).

Apps can be used to aid horologists in many different ways.

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

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 ([see story](#)).

Govberg OnTime's many features ensure that users will find what they are looking for.

"This app was designed with the mechanical watch enthusiast in mind, someone just entering this niche universe or the decades-long passionate collector," said Caroline Kallman Joffe, marketing director of Govberg Jewelers, Philadelphia. "We integrated a range of features to meet different interests and needs, and it ultimately will appeal to anyone intrigued by the intersection of art, history, technology and luxury.

"Future updates will take user behavior and metrics into account, as we explore enhanced service offerings and functionality."

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

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