

MOBILE

## Breitling propels two-way communication with connected timepiece

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*Breitling's B55 Connected watch*

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By STAFF REPORTS

Swiss watchmaker Breitling is furthering its placement in the connected timepiece arena with the debut of the Exospace B55 Connected.

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Breitling is hailing the Exospace B55 as its most innovative crossover timepiece, having touchpoints of smartwatch technology and analog design to ensure user-friendliness. Keeping its roots, Breitling's Exospace B55 Connected is developed, assembled and tested in Switzerland, a sign that may sway those still on the fence regarding Swiss-made horological electronics.

### Connected communication

During its foray into wearables, it has become Breitling's unofficial mission to exemplify that a smartphone can be used as an accoutrement to a timepiece to improve functionality and user-friendliness.

The Exospace B55 allows for two-way communication. For instance, the multifunction electronic chronograph can receive push notifications from the the wearer's smartphone.

Exospace B55 can notify the wearer of incoming emails, SMS and WhatsApp messages or display the name and number of a caller. Additionally, the timepiece can also remind the wearer of appointments.

Functionality of the Exospace B55 continues, but relies on the fundamentals of timekeeping, with the smartwatch acting as maintenance tool. Through his smartphone, the wearer can perform certain adjustments, such as setting the time and time zones, alarms, display and operating parameters and even the watch's night mode.

Working together, the timepiece can also send information to the wearer's smartphone to track measurements such as flight times, recorded times with split times, lap times and more. This data can then be read, stored and shared via email.



*Breitling's Exospace B55 Connected timepiece*

Breitling's Exospace B55 Connected is currently available at the watchmaker's boutiques and from authorized retail partners.

"The latest Breitling instrument in a long line of technical innovation, the Breitling Exospace B55 watch remains the absolute master," said Jean-Paul Girardin, vice president of Breitling, in a statement. "It was pure logic to use the technology of connectivity with a smartphone to enhance the functionality of our chronographs with truly useful and easy to use functions."

Aesthetically, the Breitling B55 Connected keeps with the brand's spirit of authentic instruments for professionals. The watch is technical-looking and features a titanium case with black carbon-based coating and a dial adorned with a blue wireless symbol. The blue and black theme is also reflected on its rubber strap.

Through a small port found where the timepiece's crown would traditionally be, the B55 Connected can be plugged into a smartphone for synchronization. The watch also communicates with smartphones via Bluetooth.

Keeping the traditional look and feel of an analog watch has been a strategy of watchmaker's looking to enter the wearables space.

For instance, watchmakers Frederique Constant, Alpine and Mondaine's launched 10 different smartwatch models for men and women in 2015, all of which are powered by MotionX's Horological Smartwatch Open Platform and have bi-directional communication with iPhone and Android applications.

At first glance, the watches outfitted with the MotionX platform appear to be traditionally designed timepieces ([see story](#)).

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