

MOBILE

Tag Heuer plays into football fans' dedication via Connected app

January 25, 2016



Tag Heuer Connected, Bundesliga football app

By STAFF REPORTS

LVMH-owned watchmaker Tag Heuer is continuing focus on its connected timepiece through a partnership with German football league Bundesliga.

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Bundesliga is the first partner outside Tag Heuer's ambassadors to work with the watchmaker on an exclusive for the Tag Heuer Connected watch. Tag Heuer announced the Tag Heuer Connected timepiece, a project between the watchmaker, Intel and Google, at last year's Baselworld in Basel, Switzerland before formally introducing the product in November 2015 ([see story](#)).

True fandom

Developed specifically for Bundesliga, the Tag Heuer Connected application is available exclusively to football fans who own the connected timepiece. The app will then become available to a wider audience of Bundesliga fans, who own smartwatches other than a Tag Heuer, after the end of the 2015/2016 football season.

The app brings football matches directly to wearers' wrists in a "available, discreet and informative" manner, allowing fans to know what's happening during the game, but without the distraction of relying on a mobile phone.

Tag Heuer envisioned an intuitive way to present a match's score by placing the display between the numerals on the connected timepiece's display. The app's "interactive counters" are placed at 12 o'clock, 9 o'clock and 6 o'clock on the chronograph dial to show information clearly and straightforwardly, allowing for just a glance to see the score.



Tag Heuer Connected watch showing the Bundesliga football app

To further personalize the app experience, Tag Heuer Connected users can select favorite teams to determine which scores are shown on the display.

When inclined, a user can tap the scoreboard to receive additional information about the match. Upon doing so, a live ticker with the current score, the remaining time and the latest match events are displayed on the watch face.

Additionally, when first launched, the app displays half-time whistles, substitutions, goals and yellow, yellow-red and red cards. When no matches are in play, the app will give a countdown to the next Bundesliga match.



Tag Heuer Connected watch showing the Bundesliga football app

"We are incredibly proud to have unveiled the first Connected, which brings more than 150 years of history firmly into the future," said Jean-Claude Biver, CEO of Tag Heuer and president of the LVMH Group Watch Division, in a statement. "The Tag Heuer Connected watch gives you the means not only to connect to the future, but also connect to eternity.

"With the new Bundesliga app for the Tag Heuer Connected, we are further strengthening our partnership with the Bundesliga," he said. Currently, Tag Heuer is the official timekeeper, official watch and official partner of the Bundesliga's first and second division.

Tag Heuer is emphasizing the personalization capabilities of the Connected watch in a variety of ways.

For instance, Tag Heuer is taking its ambassador relationship a step further through consumer-facing personalization.

Tag Heuer works with a stable of ambassadors, ranging from pop stars to star athletes, all of whom embody the watchmaker's motto of "Don't crack under pressure." Now, Tag Heuer has collaborated with its ambassadors on watch faces created for its Tag Heuer Connected smart watch ([see story](#)).