

MOBILE

Bulgari boasts technological innovations at Baselworld

March 17, 2016



Screenshot from Bulgari video for its Diagono E Magnesium

By STAFF REPORTS

LVMH-owned Bulgari has unveiled its first-ever intelligent mechanical luxury watch to attendees at the watch industry's most prestigious event, Baselworld in Basel, Switzerland.

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Bulgari, in collaboration with MasterCard and WISEKey, will now offer consumers contactless payment capabilities embedded within the Bulgari Diagono Magn@sium timepiece. During Baselworld 2015, Bulgari debuted the timepiece and it is now fully developed and industrialized, scheduled for market introduction before the end of year.

Artful combinations

Through the use of WISEKey cyber security technology, the alliance between Bulgari and MasterCard will allow users to make secure payments using their Diagono Magn@sium watch. Those who own the watch will be able to make payments securely at more than 4 million retail locations in 74 countries.

Payment capabilities are embedded into the timepiece through WISEKey's cyber security technology. The watch owner will be able to unlock the Bulgari Vault application, which provides the consumer with a user experience that protects digital assets on her smartphone or tablet. The replicas of the encrypted data are stored in a secure cloud buried in a Swiss military bunker, somewhere in the Alps ([see story](#)).

In addition to contactless payments, Bulgari Diagono Magn@sium watch owners will soon be able to access functions allowing them to open select automobile doors, Bulgari hotel room doors and other participating partners' products.

"The cooperation between Bulgari, MasterCard and WISEKey on the Diagono Magn@sium intelligent watch perfectly embodies Bulgari's vision," said Jean-Christophe Babin, CEO of the Bulgari Group, in a statement. "We believe that technology and craftsmanship can be artfully combined to deliver a valuable and unique benefit to our clients without compromising the integrity of a timeless mechanical luxury watch.

"With the new Bulgari Magn@sium, our clients will have the luxury to forget their wallet and pay securely with only their Bulgari watch," he said. "This is extraordinary and part of the luxury experience."

Bulgari Diagono Magn@sium concept watch

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