

CONSUMER ELECTRONICS

Tag Heuer outfits football referees with Connected watch, timekeeping app

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Premier League referee wearing a Tag Heuer Connected

By STAFF REPORTS

Swiss watchmaker Tag Heuer is assisting in timekeeping efforts of Premier League referees during the upcoming football season.

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Starting next year, every Premier League referee will wear a Tag Heuer Connected timepiece during football matches. Tag Heuer has developed a new app for its Connected watch that was developed in close partnership with Premier League officials, ensuring the performance of the device.

Keeping score

Tag Heuer's high-performance app made specifically for referees is the first of its kind and may set the precedent for other sports to adopt the practice.

The app has been developed to the natural rhythm of football and will cover both 45-minute halves, including stoppage time, as well as the 15-minute halftime rest and extra time when needed. Tag Heuer's user-friendly app will also prevent referees from accidentally stopping the time.

Prior to the start of the season, Premier League referees have been familiarizing themselves with Tag Heuer Connected watches and using the app during pre-season, warm-up games.

"This is not a gimmick – this is a real tool that referees can and will actually use during games," said Jean-Claude Biver, chief executive of Tag Heuer, in a statement. "It takes advantage of the Connected watch's sophisticated technology, which we developed at Tag Heuer with our partners at Intel and Google.



Timekeeping on the Tag Heuer Connected app for football referees

"Because every detail of the referee app has been thought through with Premier League referees, I have no doubt that this will be a useful tool," he said. "Tag Heuer is extremely proud to be working with the Premier League and its officials and to provide referees with Connected watches, which combine the best of Swiss watchmaking with the best of Silicon Valley."

A consumer-facing version of the Premier League app will also be available for Tag Heuer Connected wearers. This app will keep football fans up-to-date with news, plays and scores from their favorite teams and across the league.

Similarly, Tag Heuer continued focus on its connected timepiece through a partnership with German football league Bundesliga.

Bundesliga is the first partner outside Tag Heuer's ambassadors to work with the watchmaker on an exclusive for the Tag Heuer Connected watch.

The app brings football matches directly to wearers' wrists in an "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 ([see story](#)).

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