

JEWELRY

## Jaeger-LeCoultre wakes up fans via accessible timepiece

January 4, 2017



*Jaeger-LeCoultre's Wake-Up Memovox app*

---

By STAFF REPORTS

Swiss watchmaker Jaeger-LeCoultre is letting consumers rise to the sound of an iconic timepiece via a mobile alarm application.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The Memovox, first introduced in 1956, was the first automatic timepiece to feature an alarm function. Now, Jaeger-LeCoultre has translated the experience of setting and waking up with the Memovox for the 21st century.

### Wake up call

The Wake-Up Memovox app is available for free for both Apple and Android devices. Making the free app allows all followers of the brand own the timepiece, regardless of budget.

On the app's home screen is a digital recreation of the Memovox. Creating a more realistic interpretation of the watch, the hands move.

To set an alarm, the user can either run their finger around the circumference of the watch, virtually moving the hands, or they can set it via an interface that more closely matches that of a smartphone clock app.

Settings can also be adjusted for snooze, volume, repeat or color. If consumers wish, they can opt to have their alarm turn off with a shake of their phone.



*Jaeger-LeCoultre's Wake-Up Memovox app*

Via a menu, consumers can download a ringtone of the Memovox sound or further their interaction with Jaeger-LeCoultre by signing up for the brand's newsletter.

In addition to English, the app can be programmed in French, German, Spanish, Russian, Portuguese, Japanese, Chinese, Korean and Arabic.

The app's launch is tied to Jaeger-LeCoultre's release of its Master Memovox timepiece in steel, which is being released to mark the watch's 50th anniversary.



*Jaeger-LeCoultre's Master Memovox timepiece*

Digital clocks have offered brands a means to be part of consumers' everyday lives.

Danish audio and video brand Bang & Olufsen capitalized on the wearables trend with a watch interface available for Android smartwatches.

Bang & Olufsen is innovative in its field, but has yet to develop its own wearable device and currently does not offer digital timepieces. With so much attention and buzz being spent on wearables it is sensible for Bang & Olufsen, as a consumer electronics brand, to be part of the conversation at some level ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.