

SPORTS

## Longines tracks athletes with new technology

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*Deer Valley dual moguls World Cup 2017, image courtesy of FIS*

By BRIELLE JAEKEL

Swiss watchmaker Longines is innovating the timekeeping space with the launch of a new data system that will track alpine skiers' stats during championships.

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The Longines Live Alpine Data system is a new form of technology that is a chip, which attaches to the skier's boot and uses radar and motion detection. The chip will share information regarding the athlete's speed, acceleration and deceleration to be shared with viewers on television.

"It is a great pride for Longines to officially launch the Longines Live Alpine Data technology here, in St. Moritz, on the eve of the first World Championships races," said Juan-Carlos Capelli, vice president and head of international marketing at Longines. "Our long-lasting experience as timekeeper of international sports events has led us to take up numerous challenges in the field of timekeeping and push our expertise to the highest levels of precision.

"In addition, this new system will contribute to develop the public interest in a sport dear to us, and in which we have been involved since 1924 already," he said.

### Ski performance

Longines has been testing the technology throughout December 2016 in Val d'Isère, France and last January in Wengen, Switzerland. The chip will be able to calculate various athletic data, the time it takes to reach 100 kilometers an hour and analyze the jumps in real time.



### *Longines' data technology*

Viewers watching at home, as well as on site spectators will be able to see graphics and stats the display the information. Athletes will be able to use the information to better their performance.

The Longines Live Alpine Data system officially launched at the FIS Alpine World Ski Championship in St. Moritz, Switzerland.

Longines' technology was announced through a press conference on Feb. 6 at the championship event, which is one of the most important alpine ski events of the year.



### *Longines' press conference*

A Facebook video on Longines' official page revealed the technology to fans. The video showed clips of the press conferences along with accompanying images and interviews.

The chip is located within a small box and is placed on the back of skier's boot.

### *Longines marketing*

The Swiss watchmaker also recently launched a social influencer campaign meant to heighten its typical print advertising efforts.

Longines entered a partnership with Modern Luxury magazine titles in key markets as well as an influencer tie-in that brings the collaborative effort to life. For the #LoveElegance campaign, Longines selected three well-known individuals from the fashion and luxury space, who shared sponsored content on their personal social media accounts in a bid for millennial generation attention ([see more](#)).

Swiss watchmaker Longines expanded its involvement in alpine skiing through a new television commercial.

The watchmaker premiered its new television commercial, starring American skier Mikaela Shiffrin, on its social media accounts to show its support and interest in the world of alpine skiing. Before the commercial was shared, Longines posted updates of Ms. Shiffrin's accomplishments during different championships in her sport such as the Vail Beaver Creek 2015 Alpine World Ski Championship Feb. 15 ([see more](#)).

"Longines is a pioneer in sports timekeeping, and innovation has always been the driving force behind its know-how, just like for its timepieces," said Alain Zobrist, CEO of Longines Timing. "The Longines Live Alpine Data system is the result of a close collaboration between not only Longines and the FIS, but also the athletes, the trainers, and the TV broadcaster representatives, who were actively involved in its development.

"The World Championships are the perfect occasion to inaugurate this new system, which will improve the understanding of alpine skiing in general," he said.

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