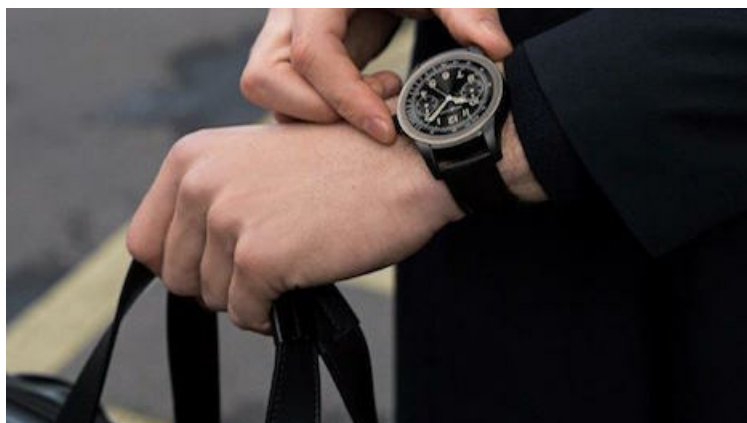


JEWELRY

## Montblanc combines analog, digital for smartwatch debut

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*The Montblanc Summit smartwatch*

By STAFF REPORTS

Richemont-owned Montblanc is demonstrating the ways in which fine watchmaking can meet the digital age with the release of its first smartwatch.

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The Montblanc Summit combines traditional horology codes with the latest in wearable technology, an approach to smartwatch manufacturing that has generated success for a number of watchmakers. Although the smartwatch category has not overrun traditional timepieces, brands must show a willingness to embrace new technology, especially as the sector sees waning consumer interest.

"The targeted consumer for Summit are young progressives who are looking for the perfect connected companion to navigate through the fast pace of today's lifestyles, and watch aficionados that are looking for a second watch to use on the go," said Jerome Lambert, chief executive at [Montblanc](#).

"With the launch of Summit, Montblanc is introducing traditional watchmaking codes to smartwatches, taking their expertise and quality from mechanical to digital and showcasing their innovative spirit," he said.

### Analog meets digital

Instead of a design concept that screams wearable tech, Montblanc's interpretation of a smartwatch blends traditional timekeeping with state-of-the-art technology.

With a classic and vintage aesthetic, the Montblanc Summit runs on Android Wear 2.0, Google's latest smartwatch operating system and the Qualcomm Snapdragon Wear 2100 processor. The Montblanc Summit is compatible with both iOS and Android smartphones and its user interface is available in a number of languages.

To keep its connection to analog timepieces, the Montblanc Summit has a display covered by slightly curved sapphire glass, a nod to the feeling of an actual watch and a first among smartwatches.

Montblanc also drew inspiration for its smartwatch debut from an existing range of watches, the 1858 Collection. The Montblanc Summit's design recalls the 1858 Collection's watch case size and its classic faces, albeit in a digital representation.



*Montblanc's first smartwatch, Montblanc Summit*

The references to an analog timepiece are meant to attract the youth market who appreciates vintage yet contemporary style.

Accessed through a touch-screen display, Montblanc Summit features a microphone for voice commands and numerous sensors such as a heart-rate monitor, pedometer, compass and barometer, among others.

Preloaded applications include a music player, Google Assistant, Uber and Foursquare, and a voice-activated translator as well as timekeeping functions such as a world clock and stopwatch. Thousands of additional apps can be downloaded from the Google Play Store for a tailor-made experience.

Montblanc's tailor-made experience is continued with the choice of eight different strap offerings ranging from calfskin leather to rubber.

Also, consumers can work with Montblanc's creative director, designers and engineers to create their own bespoke dial. This exclusive service begins at approximately \$16,000.

The \$890 Montblanc Summit will be available as of May on online men's retailer Mr Porter, for a two week exclusive. Afterwards, the watch will remain for sale on Mr Porter in addition to Montblanc's Web site and its retail channels.

Aligning with Mr Porter as the exclusive launch partner for the Montblanc Summit furthers the brand's strategy to reach affluent millennials who shop mainly online.

"Montblanc teamed up with Mr. Porter for the retail launch as the retailer is one of the finest and luxurious shopping sites for the fashion conscious young professional," Mr. Lambert said. "Montblanc wanted to make the Summit accessible to consumers who depend on one-stop online shopping."



*Online retailer Mr Porter has a 2-week launch exclusive for Montblanc Summit*

Fellow watchmaker IWC Schaffhausen, for instance, selected ecommerce retailer Mr Porter as the brand's first online-only retail destination.

As of November 2016, the Swiss-made watch brand sells its signature Portugieser Tourbillon Mystre Retrograde model on the Mr Porter Web site.

Responding to the qualities of consumers who shop Mr Porter, IWC choose to select watches that cater to a number of tastes. The aforementioned watch style is ideal for sports and hobbies such as diving and aviation to casual every day dressing ([see story](#)).

Future tech

Montblanc has not shied away from merging its traditions with technology.

For example, Montblanc, known also for its writing instruments, brought the elegance of the written word to digital devices in an endeavor to keep up with consumers who now rely on typed text.

Now that digital has made the act of writing with pen much more scarce and less relevant, Montblanc is hoping to bridge the gap with a paper and pen that links to a mobile application. The manufacturer's Augmented Paper allows users to transfer written notes and sketches into the app to be accessed on multiple digital platforms ([see story](#)).

Also, the Montblanc Summit is not the brand's first foray into wearables.

In 2015, Montblanc embraced wearable technology with the introduction of the e-Strap, a device that can be added to any traditional timepiece.

Montblanc's e-Strap can be added on to an existing timepiece thus making a "dumb" mechanical watch smart and highly functional. The device will come included on Montblanc's Timewalker Urban Speed collection ([see story](#)).

"Montblanc has gained experience in digital luxury with the past launches of the e-Strap and the Augmented Paper, this ground-breaking move into smartwatches is the natural next step," Mr. Lambert said.

"The Summit combines everything learned from the past wearable offerings and is the perfect connected companion for the modern professional," he said.