

MOBILE

## Rolex rolls out app to promote 2012 collection

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By RACHEL LAMB

Watchmaker Rolex is using mobile to flaunt new products with the introduction of its 2012 collection via an iPad catalog complete with videos, images and interactive components.

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Mainly featuring the Oyster Perpetual Sky-Dweller, Rolex's app is also offering content and interaction for its most popular models including the Yacht-Master and Submariner. The app is available for free in Apple's App Store and was developed in-house by Rolex SA.

"Having an app makes perfect sense for any business at this point, especially one that deals directly with consumers," said Rick Singer, CEO of [GreatApps.com](#), New York.

"While I do not think the app adds value to Rolex, which is already a global brand, it does help reach its user base and new consumers," he said. "I think that customers of all walks would be interested in this app.

"Existing clientele always usually want to keep up with the new models."

Mr. Singer is not affiliated with Rolex, but agreed to comment as an industry expert.

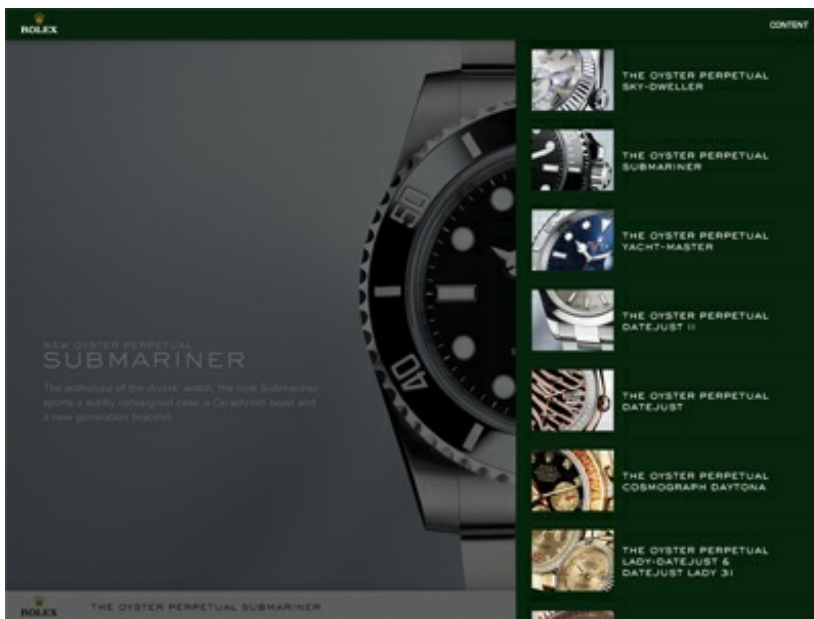
[Rolex](#) could not be reached for comment before press deadline.

## Face time

Rolex first debuted its 2012 collection at Baselworld earlier this month.

This year's collection includes the Oyster Perpetual Sky-Dweller, Submariner, Yacht-Master, DateJust II, DateJust, Cosmograph Daytona, Lady-DateJust, DateJust Lady 31, Day-Date and Day-Date II.

The models are spread out on the second page of the app. Users can navigate by browsing horizontally or tapping on the screen and bringing down a menu which allows them to choose a specific model.



## Rolex models

"The best thing about the app was the graphics," Mr. Singer said. "The detail in the images were phenomenal."

The Sky-Dweller is the star of the catalog, with most content, images and interactivity dedicated to the model.

Apparently built for the global traveler, the Sky-Dweller has a 24-hour disc with two time zones and an annual calendar.

As consumers scroll through the content, they are given instructions that say "drag" or "watch." When users do so, they can manually move components of the timepiece or see features come to life.

For example, the Oyster Perpetual Sky-Dweller's calendar automatically differentiates between 30- and 31-day months and only requires one annual adjustment in March.



### *Calendar movement*

Therefore, dragging a finger across the screen on this page shows allows the consumer to move the calendar around the watchface and, by doing so, assimilating the background of the image to different times of the year.

Rolex describes each component of the watches, literally including what makes them tick. Consumers can learn about movements, calibers or bezel functionality.



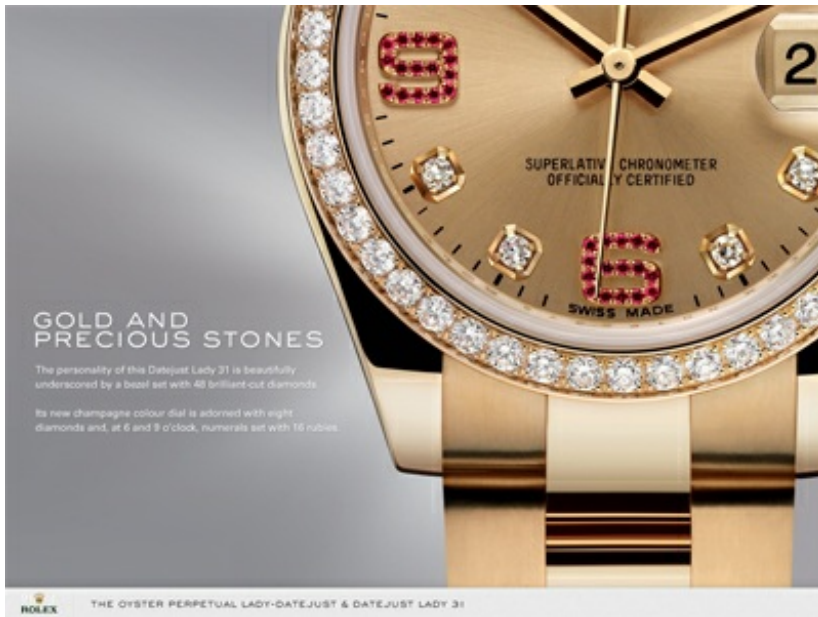
### *Bezel movement*

Most models are shown in their full array of metals, straps and colors that show all of their details.

Rolex also describes each watch's function. For example, there is information on the Submariner model as the original diver's watch and the fact that its corrosion-resistant steel case is waterproof up to 1,000 ft.

The app offers a slow-moving video at the beginning or end of each model section. The videos hone in on features of that specific watch so that users can easily see what

differentiates them from others.



### *Special features*

What makes them tick

Many watchmakers develop mobile apps so that consumers can see their collections.

For example, French jeweler and watchmaker Cartier is leveraging the large canvas and creative possibilities offered by the iPad to showcase its watch collections and its passion for mechanics ([see story](#)).

In addition, watchmaker IWC displays a mobile version of its Watch Magazine publication with a quarterly-released app that highlights its new collections ([see story](#)).

Most of these apps are not commerce-enabled, mainly because consumers prefer to hold and touch watches before they make a transaction.

Therefore, it would not make much sense to allow them to buy through the app.

However, Rolex does not offer a boutique or retail finder, nor does it give contact information or any other way for consumers to get in touch with the brand.

Also, Rolex's app is, at press deadline, only available for iPad customers. This could potentially alienate consumers who do not have this particular device.

"I would like to see their app in the iPhone besides just the iPad," Mr. Singer said. "Plus, it would make perfect sense to have an app for other platforms such as Android, BlackBerry and Windows.

"If you are trying to reach the masses, then make an app available to as many as possible," he said. "I would assume that Rolex's team is making an app for the other platforms to be used on all devices."

Final Take

*Rachel Lamb, associate reporter on Luxury Daily, New York*

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