

MOBILE

Baselworld 2014 mobile app encourages social sharing

March 14, 2014



By JEN KING

The annual Baselworld watch and jewelry show held in Basel, Switzerland, March 27 through April 3 has developed a mobile application to help attendees keep track of what they have seen as they traverse the many booths set up by the world's leading watchmakers and jewelers.

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Luxury Daily

Designed by German app developer Inside Guidance, the free Baselworld 2014 app is meant to be a companion tool for attendees. The app is equipped with everything an event pamphlet would include, but features more interaction touch points to ensure an immersive and enhanced user experience.

"The Baselworld App was developed to make the life of visitors to the show easy and help maximise productive time," said Loriane Stantzios, marketing and communications director for **Baselworld**, Basel, Switzerland. "A simple and easy to use app, it guides the user through the vast layout with simple and interactive touch points.

"Whilst conceiving this app, Baselworld wanted to support visitors long before show begin, accompany them during the show and provide them with productive post show tools," she said. "It was also important for us to be able to interact with them in real time and help make their visit as productive and memorable as possible.

"The user interface was meticulously designed with select elements such as fonts and backgrounds to create a high quality user experience. Our app offers them a wide choice of information, cleanly and clearly laid out with the functionality of favorites to help them organize their visit in advance."

Interactive experience

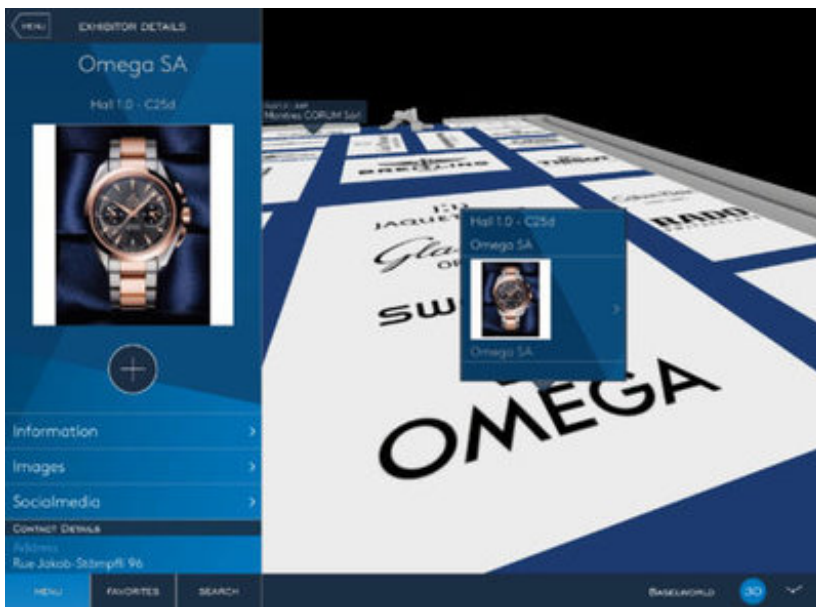
When launched, the Baselworld 2014 app includes a navigation menu that includes tabs such as exhibitors, index of products, floorplans, Facebook & Twitter and visitor information. On the tablet version, a 3D rendering of Baselworld's floorplan is set underneath the menu bar.



Baselworld 2014 app's welcome screen, iPad version

At the top of the navigation bar is a rotating bar of brands participating at Baselworld such as Fabergé, Nomos Glashütte and jeweler Messika. A tap on any of the brand names lands on an information page that includes its location at Baselworld, its heritage, headquarter contact information, images and videos, product lines and direct links to its social media accounts.

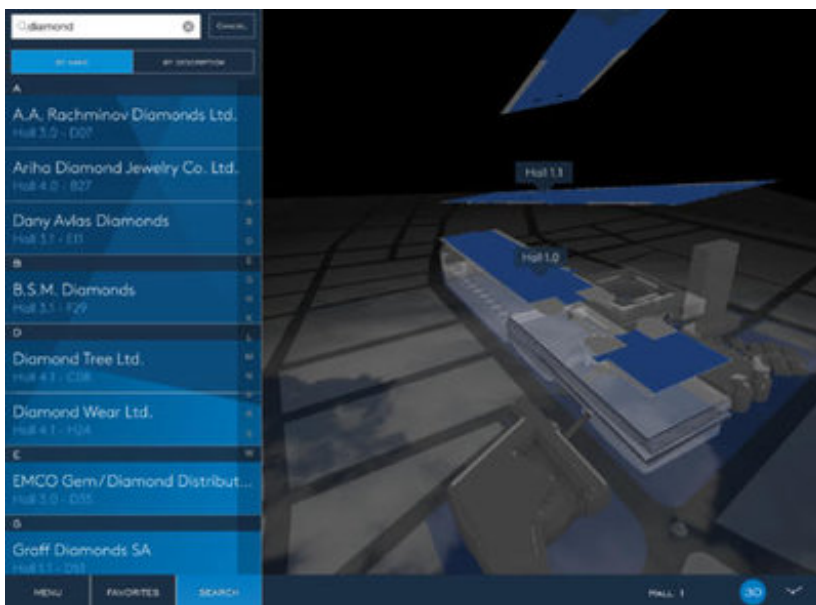
Under the campaign image within this section is a large plus sign. When selected, the user can use the camera to take a photograph of the exhibit Baselworld, take notes, add the brand's contact information into the device's address book, favor and share or show the booth's location on a map.



Exhibitor details for Omega, iPad version

If the consumer selects the exhibitors tab, an alphabetical listing appears with brand name and its Baselworld location. Exhibitors can also be filtered by country of origin.

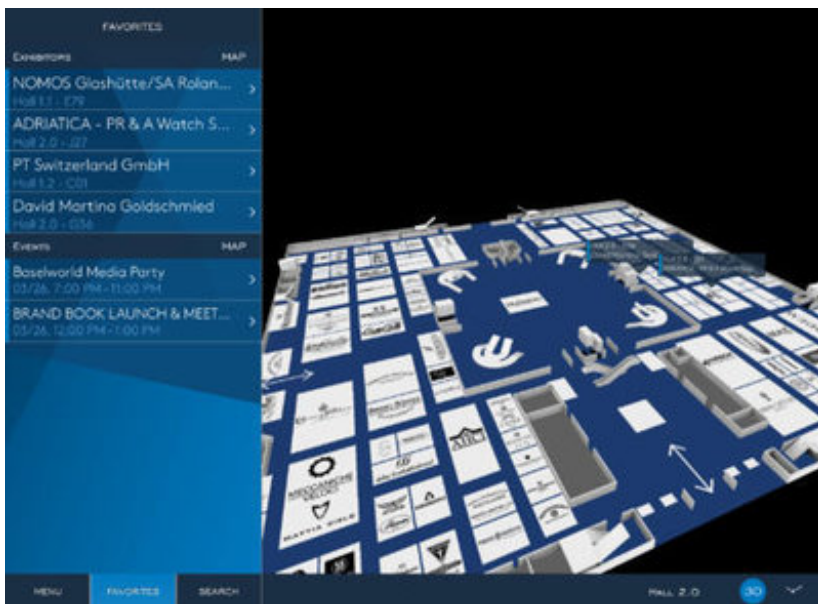
When a brand is selected from the exhibitor listing, the watchmaker or jeweler's information is brought up just as it does when the user selects from the rotating menu bar.



Exhibitor listing by name, iPad version

To make navigating the large, busy halls of Baselworld less daunting, the app also breaks down exhibitions by products. The Index of Products includes watches, clocks, jewelry, stones and silverware, allied trades and services. From here the categories are broken down even farther to help the user find what he or she is looking for.

Also, Baselworld's app includes floor plans divided into Global Brands, International Brands, Stones & Pearls, National Pavilions and Machines & Supply Industry to help the user navigate the expansive event. When an exhibitor category is selected, the 3D map highlights the floor in navy blue and shows an interactive floor plan with booths segmented and labeled.



Baselworld 2014 floor plan and saved favorites, iPad version

The app also includes an event schedule, a daily newsletter available during Baselworld, a link to download the Baselworld book from iTunes, and access to the event's Facebook and Twitter pages. Attendees can also access important visitor information directly from the app.

Baselworld 2014 mobile app is available for Blackberry, Android tablets and smartphones and all Apple devices. The app can be downloaded for free [here](#).

Participating global watch and jewelry brands at Baselworld 2014 include Ulysse Nardin, Breitling, Omega, Longines, Harry Winston, Breguet, Blancpain, Chopard, Patek Philippe, Hublot, Bulgari, Tag Heuer, Swarovski and Graff Diamonds.

Social club

The world of watchmaking is rich in tradition and has dedicated followers the world over. To connect these enthusiasts, brands and publications have created virtual meeting places that allow watch lovers to learn, explore and, most importantly, share their favorite timepieces.

For example, Robb Report expanded its digital presence with an Apple iPad application devoted to the modern mechanical watch.

The Robb Report Watch Collector is a video-based, magazine-styled app that gives the user a clear depiction of the featured watches' movements to better demonstrate innovation and craftsmanship. To replicate the in-store experience, watchmakers have turned to tutorialized mobile apps that give consumers an idea of how a model operates ([see story](#)).

Although not every watch lover is able to attend, especially if the event is for trade-only, social media has made many events more inclusive.

For instance, global watchmakers convened in Geneva Jan. 20-24 for the annual trade- and invite-only Salon International de la Haute Horlogerie to unveil new and innovative

timepieces and explore their shared passion of fine watches.

Although only 16 watchmakers participated in the official SIHH event, the Swiss city of Geneva became a gathering place for international watchmakers looking to tout new technologies and celebrate horlogerie. Whether a brand was participating at SIHH or hosting a private event elsewhere in the city, watchmakers relied heavily on social media to include enthusiasts to an event that otherwise would have been unseen by the public ([see story](#)).

For Baselworld the data from the app will likely help to make improvements for next year's event.

"It makes it easier for the event to track engagement and analyze data," said Philippe Poutonnet, vice president of marketing at [HipCricket](#), Bellevue, WA. "If attendees use one site/app, you can very easily monitor engagement levels and fine-tune the event in real-time.

"If they are tweeting from one app, making notes in a second and sharing photos from a third, crucial pieces of data that can help improve the current and future events will be lost," he said.

Attendees will also appreciate the guidance the app provides.

"Anyone who has attended a major trade show like Baselworld knows how hectic it can be," Mr. Poutonnet said. "After a while, all exhibitors start to blur into each other.

"With this app, attendees can keep track of their favorite products and displays by tagging notes and photos directly to an exhibitor's booth," he said. "They can take more time to explore, investigate and enjoy the show knowing they don't have to manually log every picture or note they take.

"This feature also benefits the exhibitors. They can now get full credit for their work and not have consumers confuse their offerings with those of a competing company."

Final Take

Jen King, editorial assistant on Luxury Daily, New York

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