

## **i'm Watch: the smartwatch pioneer's going forth to conquer Baselworld 2013.**

**Digital technology makes its first worldwide entry to the world of fine watchmaking. The Italian company i'm S.p.A. presents the first luxury smartwatch at Baselworld.**



*Basel, 4/25/2013.* i'm Watch – the smartwatch that changed the watch concept - was designed by two, young Italian businessmen and their team of engineers. It is the first luxury, digital watch to receive a place of honor at the famous Basel fair. On April 25th, the new 2013 Baselworld edition will open its gates with the headline of "*Brilliance Meets*". Ideas and innovation, brands and stakeholders, products and novelties will gather in Basel to form a unique meeting point of the global watch and jewellery industry.

The beating heart of i'm Watch is Italian: it is the first *smartwatch* for iPhone and Android entirely **made in Italy**. Developed by **Manuel Zanella**, Engineer and **Massimiliano Bertolini**, Architect and Designer, this *smartwatch* changed the watch concept, and has created a new market niche virtually accounting for sixty billion dollar *biz* according to *Citigroup's* analysis. This opens a new horizon for the watch industry. Innovation is now focusing on watches as an attractive target of reinventions based on evolving daily requirements. Whilst a revolution has already taken place in the field of technology creating a new considerable market, the next future will probably be the setting of a real reconception of watches by different brands, including the watchmaking industry.

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**Press Office**

[press@imsmart.com](mailto:press@imsmart.com)

Eleonora Cazzaro Cel. Phone +39 347 41 43 832

[www.imsmart.com](http://www.imsmart.com)

Two years after the launch of i'm Watch - a technology jewel protected by three history-changing patents – innovation gains further ground thanks to a reinstated commitment of the company in the field of research and development. A clear evidence of this commitment is the *luxury* frontier. For the first time in a sector mainly dealing with mechanical movements enclosed in the noble steel cases of luxury watches, gold, silver and platinum pool with digital technologies raising them to a new, unexpected *status*.

i'm Watch is the perfect link between the excellence of Italian engineering and an indisputable style. High-quality materials and excellent manufacturing standards make it a comfortable, durable and attractive *smart-jewel* to see and to wear. i'm Watch is much more than a watch and much more than a jewel. i'm has reinterpreted jewel watches making them *smart*, and equipping them with unique functions, never used before in such small and luxury *devices*. Watches used to be mere time-reading devices or decorative wrist jewels. Now, they are made to communicate with smartphones so that wearers can receive on their wrist calls, text messages, e-mails, notifications, music, agenda, weather forecasts, photos or apps as i'msport. The former allows the monitoring of your workout performance. A compact masterpiece of technology and jewellery.

Mr. **Manuel Zanella** comments: "Since its early beginnings, i'm Watch has been pursuing the pooling of a technological core with a *luxury* taste. This is why we created three lines: *Color*, *Tech* and *Jewel*. We always believed that this item would be an absolute revolution and represent the future of mobile technology and watchmaking evolution. And we also believed that these three lines would identify, create, and match three different *targets*. We are very proud that a company as *Citigroup* carried out a research on a fully Italian project, and even more that they estimated an expected business figure of approximately 60 billion dollars. "

Mr. **Massimiliano Bertolini** adds: "Additionally to what my partner just said, i'm Watch has revolutionized the technology and mobile sectors with a new *device*. According to the experts, this will be the future. But we expect a similar phenomenon as the case of the present, relatively young technology-multinationals. We have been the first to match technology with watchmaking. That's why we consider i'm Watch as the 2.0 watch. The big difference between mechanical and digital watches allows no space to competitors. These two items have got different nature and the digital models represent an evolution of luxury watches as they have been so far. It would be interesting to know if other watch producers take up this challenge."

**i'm S.p.A.** is the holder of the i'm Watch trademark and the product design in over 150 countries.

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