



i'm S.p.A. exit from the market of "Wearable Technology"

Vicenza, September 19, 2014 - i'm S.p.A. announces today the decision to discontinue sales of i'm Watch from 1 October next and to suspend the project i'm Tracer, thus exiting from the business of "Wearable Technology".

Authentic pioneer in this field, the company has taken this decision due to the fierce competition which was created on the smartwatches market, with the presence of large multinational companies that can rely on a unique financial strength and technological power. A competitive scenario that has in fact confirmed once more that the "first mover" in a sector is then hardly able to conquer the market of reference.

Regarding i'm Tracer, whose performance must meet high levels of reliability, the prolonged delay in its technological development, entrusted to an outside design firm, has led to a financial commitment much higher than initially expected, forcing the company to suspend the project, despite the fact that the sales and marketing plans were already well defined and ready for launch.

The assistance and warranty services for the i'm Watch already sold will of course be provided, in compliance with the regulations in force.

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