

Press Release

Wanna have a new watch?

Make it Smart.

Smartwatch for iPhone means i'm Watch and has an Italian patent.



The really first smartwatch for iPhone and Android is made in Italy. In little less than two years, this smartwatch completely changed the watch concept creating a new market segment, new needs and a new business sector.

The far-seeing idea of two Italian inventors turned one of the most common personal items of our mankind into an extraordinary invention of the third millennium and a milestone in the history of time measuring devices.

However, the real change actually entails the concept of watches, that from a "trivial" item has become "smart" and able to support communication with other devices and of course, the wearer. Watches used to tell a simple piece of information, which is the time of the day. But now, a smartwatch can take care of your calls, receive texts, browse through the internet, tweet and even keep track of your fitness exercise.

As Apple reinterpreted mobile phones, i'm Watch has reshaped watches.

This little jewel in the crown of Italian technology, engineering and design is protected by three revolutionary patents: Bluetooth tethering, Bluetooth Antenna in a metal case, and Smart Tethering. In the new-born "Technology Valley" of the Italian North-East, a team of engineers, developers, partners are at work to optimize this "Made in Italy" technology and design.

Vicenza 14.02.13: No more "tick tack". No more simple telling a daytime and date, but rather also sending and receiving calls, checking with your favorite social networks, the stock exchange, or the local weather forecast. And why not? It can also be used to keep track of calories while practicing your best sport. That's about i'm Watch: the first smartwatch, ever in the world, by Manuel Zanella and Massimiliano Bertolini. In just two years, this smartwatch has turned the concept of traditional watches up-side-down fostering a new market segment, new needs and naturally, a very promising new biz.

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One of the most common and must-have items, used to time our daily life, has now become a precious companion. For the very first time in history, a "trivial" cult object has become "essential" or to put it in modern language: "smart". It is no longer a one-way relationship whereas the wearer checks the watch to get a piece of information. It is now a mutual "exchange" of information between the watch and its holder. This transformation of time-measuring concepts is the result from the work of two Italian inventors: Manuel Zanella and Massimiliano Bertolini, who fostered this extraordinary and unique technology. We can proudly say that this is a fully Made-in-Italy invention breaking through the wall of international markets.

As Apple reinterpreted mobile phones a few years ago, i'm Watch has now reshaped watches.

i'm Watch is the world's first smartwatch ever to be invented; it is a latest generation device that interacts with the smartphone allowing you to have calls, text messages, e-mails, notifications, music, agenda, weather, photos and any app you could want or invent, directly on your wrist.

You can leave your smartphone in your pocket, in your purse or on your desk and reply directly from your i'm Watch.

Italian design and technology, multi-tasking, ultra high-resolution display with a new curved touchscreen surface and unprecedented performance on such a small object. i'm Watch is the perfect combination between the most innovative Italian technology and a unique, unmistakable style. High-quality materials and excellent manufacturing standards make it comfortable, durable and attractive to see and to wear. Designed, engineered and built entirely in Italy, i'm Watch is much more than a watch.

To technophiles, it has certainly not gone unnoticed that i'm Watch is the first smartwatch to be compatible with iPhones and Android phones. It is a device that does not replace the smartphone but allows it to be managed directly from the smartwatch via the Bluetooth tethering connection. The i'm Droid operating system, the customized Android version developed by the i'm Watch engineers, is truly revolutionary and versatile, as it provides developers with the opportunity of creating all types of Apps.

i'm Watch design, engineering and technical contents, as well as Italian origins are protected by the application for the relative patent rights: "We have patented our intellectual property as we knew this was bound to be a worldwide success. A guarantee also for our team of very young, Italian engineers, developers and designers who have been working with us on this huge and cutting-edge project in what we love to call the "Technology Valley of the North-East." - explain Manuel Zanella and Massimiliano Bertolini.

About the patents:

Bluetooth tethering

i'm Watch connects with internet through the data of the smartphone to which it is connected via Bluetooth. Bluetooth tethering allows i'm Watch to access the same data connection as your smartphone at any time.

Therefore, i'm Watch can gather access to any external information through a simple connection. That's how i'm Watch downloads e-mails, checks your Facebook wall, handles Instagram, tweets, the weather forecast, news from the stock exchange and any other app and/or external database.

So, i'm Watch needs no SIM card for data connection because it uses the one of the smartphone to which it is connected.

This innovating and far-seeing idea is protected by the first "i'm S.p.A." patent in September 2011.

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Bluetooth antenna in a metal case

All i'm Watch are built in a metal case: that can be of aluminum, titanium, silver or gold.

No Bluetooth antenna can work inside a metal capsule due to the well-known physical concept "Faraday cage".

i'm engineers developed a unique Bluetooth antenna that uses the case as an antenna itself, thanks to a slot with a special shape on one side of each i'm Watch.

This patent was filed in July 2012.

Smart tethering

Smart tethering is an efficient management system of "i'm Watch" data connection with a smartphone.

Thanks to the algorithm developed by i'm engineers, Bluetooth tethering is only enabled when required and disabled as soon as the update processes are completed. These provisions allow over 30% reduction of the battery consumption both of your i'm Watch and the smartphone.

This patent was filed in January 2013.

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i'm S.p.A.:

i'm S.p.A. is a company formed by Manuel Zanella and Massimiliano Bertolini, i'm Watch inventors. The company owns the i'm Watch trademark and product design rights in over 150 countries.

More infos

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