



## **MyKronoz pursues its ambition to become the worldwide leader of hybrid smartwatch by unveiling two new models at CES 2019: ZeTime<sup>2</sup> and ZePop.**

*Demos will be available at CES Unveiled and the MyKronoz Booth #44534 in the Sands Expo.*



**GENEVA, Switzerland, January 6th, 2019** - Following a historic crowdfunding campaign raising more than \$8 million with its first generation of hybrid smartwatch ZeTime, Swiss wearable brand MyKronoz today introduces two new models: ZeTime<sup>2</sup> and ZePop. Both hybrids will be on display and available for demos at CES 2019, from January 8 - 11 in Las Vegas.

“With ZeTime, we managed to create a new standard: the one and only hybrid wearable device that perfectly reconciles traditional watch lovers and connected devices intenders” said Boris Brault, CEO of MyKronoz. He adds: “Our strong electronic background combined with our Swiss DNA gives us a significant advantage over the watch and wearables industries to develop consumer-centric and nicely designed products. Today, we’re proud to introduce two new models of hybrids to reaffirm our ambition to disrupt a well-established industry, and offer a wearable that people will actually enjoy wearing, from both a design and function standpoint.

With these new product launches, we’re also proving our company’s commitment to constantly innovate and overcome technology barriers. As an example with ZeTime<sup>2</sup>, we’ve successfully enlarged the display active area by 20% compare to our first generation, while keeping the same watch case size. We’ve also significantly increased the battery performance and processor speed, in order to deliver an improved user experience and adoption rate.”

The MyKronoz ZeTime<sup>2</sup> and ZePop, in Petite (39mm) & Regular versions (44mm) will be making their debut at **CES Unveiled on Sunday January 6, 2019** at Mandalay Bay. These new models of hybrid smartwatches will also be on display and available for demos on the **CES 2019 show floor** at the MyKronoz booth in the Sands Expo (Booth #44534) January 8-11, 2019.

## ZETIME<sup>2</sup>

The second generation of the world’s first hybrid smartwatch with mechanical hands and touchscreen is now set with a high-res AMOLED color display and voice recognition feature. Embarking a brand new user interface and processor,while boasting an increasingly sleek and timeless design, ZeTime<sup>2</sup> will offer twice more battery life.

**MSRP: \$199.90**  
**Retail Availability: H2 2019**

## ZEPOP

Introducing our collection of colorful and pop hybrid smartwatches. Designed to fit the vibrant style of the new generation, ZePop will come as an attractive option for all of those looking for a functional and stylish wearable, with an accessible price point.

**MSRP: \$129.90**  
**Retail Availability: H2 2019**

| TECH. SPECS           | ZeTime <sup>2</sup> Regular                            | ZeTime <sup>2</sup> Petite                             | ZePop Regular  | ZePop Petite   |
|-----------------------|--|--|--|--|
| WATCH CASE SIZE       | 44 mm  | 39 mm  | 44 mm  | 39 mm  |
| WATCH BAND SIZE       | 22 mm  | 18 mm  | 22 mm  | 18 mm  |
| MATERIAL              | Stainless steel  | Stainless steel  | Polycarbonate plastic                                  | Polycarbonate plastic                                  |
| DISPLAY SIZE          | 1.3"   | 1.2"   | 1.22"  | 1.02"  |
| RESOLUTION            | 360*360  | 360*360  | 240*240  | 240*240  |
| TYPE                  | Amoled   | Amoled   | TFT  | TFT  |
| BATTERY TYPE AND SIZE | Li-iOn 205 mAh   | Li-iOn 205 mAh   | Li-iOn 200 mAh   | Li-iOn 180 mAh   |
| BATTERY LIFE          | Up to 60 days (analog mode)<br>4 days (smart mode)     | Up to 60 days (analog mode)<br>4 days (smart mode)     | Up to 30 days (analog mode)<br>3 days (smart mode)     | Up to 30 days (analog mode)<br>3 days (smart mode)     |
| BLUETOOTH             | BLE 4.2  | BLE 4.2  | BLE 4.2  | BLE 4.2  |
| MICROPHONE            | ✓  | ✓  | —  | —  |
| SENSORS               | 6-axis accelerometer<br>Gyroscope & Optical Heart rate | 6-axis accelerometer<br>Gyroscope & Optical Heart rate | 3-axis accelerometer<br>Gyroscope & Optical Heart rate | 3-axis accelerometer<br>Gyroscope & Optical Heart rate |
| PROCESSOR             | Ambiq Apollo 3   | Ambiq Apollo 3   | Ambiq Apollo 2 Linux                                   | Ambiq Apollo 2 Linux                                   |
| WATER RESISTANCE      | 3 ATM / IP 68  | 3 ATM / IP 68  | 3 ATM / IP 68  | 3 ATM / IP 68  |
| CHARGING SYSTEM       | Contact charging                                       | Contact charging                                       | Contact charging                                       | Contact charging                                       |
| COMPATIBILITY         | iOS & Android  | iOS & Android  | iOS & Android  | iOS & Android  |

## ABOUT MYKRONOZ

Founded in January 2013, MyKronoz is a Swiss company headquartered in Geneva that designs and develops wearable devices to expand and facilitate the connected experience of the smart generation. Bringing together the essence of watchmaking tradition with innovative technology, MyKronoz offers a full range of affordable and stylish wearables, starting at a price point of \$39 only, spanning across 4 product categories: activity trackers, smartwatches, hybrid smartwatches and watch phones, all compatible with iOS and Android.

Present in more than 40 countries, carried by major retailers and partners worldwide (Orange, Auchan, Carrefour, Amazon, Best Buy), MyKronoz has sold more than 3 million products and established itself as a fierce challenger to both tech and traditional watchmakers.

MyKronoz is part of BOW Group, global player in lifestyle consumer products, operating worldwide in the design, wearables, connected vehicles and smart home markets with its 4 brands: MyKronoz, Lexon, RoadEyes and Deconnect. Since July 2015, BOW raised more than \$40 million from NextStage AM in series A, followed by series B in November 2017 lead by PM Equity Partner - the corporate venture fund of Philip Morris International - and crowdfunding platforms.

BOW Group has now more than 100 talents spread across four office locations: Paris, Geneva, Miami and Shenzhen.

**INTERNATIONAL MEDIA CONTACT:** Annabel Corlay [press@mykronoz.com](mailto:press@mykronoz.com)