MYKRONOZ
SMARTWATCH · DESIGNED IN SWITZERLAND

NEW HYBRID SMARTWATCHES

ZePop   **ZeTime²**   **ZePop**

After raising $8M dollars with ZeTime on crowdfunding platforms last year, MyKronoz pursues its ambition to become the worldwide leader of hybrid smartwatch by unveiling two new models at IFA 2018: ZeTime² and ZePop.

"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 willingness to disrupt a well-established industry, and offer a wearable that people will actually enjoy wearing, from both a design and function standpoint."

ZETIME²

The second generation of the world's first hybrid smartwatch with mechanical hands and touchscreen is now set with a full round AMOLED color display and voice recognition feature. Embarking an improved user interface while boasting an increasingly sleek and timeless design, ZeTime² will undoubtedly become an essential accessory of your daily life.

MSRP: 199,90€

ZEPOP

Introducing our collection of colorful and pop hybrid smartwatches. Design 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.

MSRP: 129,90€

TECH. SPECS

	ZeTime² Regular	**ZeTime² Petite**	**ZePop Regular**	**ZePop Petite**
WATCH CASE SIZE	44 mm	39mm	44 mm	39mm
WATCH BAND SIZE	22 mm	18 mm	22 mm	18 mm
MATERIAL	Stainless steel	Stainless steel	Polycarbonate	Polycarbonate
DISPLAY SIZE	1.3"	1.05"	1.22"	1.05"
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) 4 days (smart mode)	Up to 60 days (analog mode) 4 days (smart mode)	Up to 30 days (analog mode) 3 days (smart mode)	Up to 30 days (analog mode) 3 days (smart mode)
BLUETOOTH	BLE 4.2	BLE 4.2	BLE 4.2	BLE 4.2
MICROPHONE	✓	✓	–	–
NFC	✓	✓	–	–
SENSORS	6-axis accelerometer + Gyroscope & Optical Heart rate	6-axis accelerometer + Gyroscope & Optical Heart rate	3-axis accelerometer & Optical Heart rate	3-axis accelerometer & 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 US

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, a global player in the Internet of Things (IoT), operating worldwide in the wearables, connected vehicles and smart home markets. In July 2015, BOW raised €10 million from NextStage AM in series A funding round and closed in November 2017 its $23.5 million series B funding lead by PM Equity Partner, the corporate venture fund of Philip Morris.

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