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SMART WATCH. THE NEXT GENERATION

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BACKGROUND OF FOSSIL

Founded in 1984 as Overseas Products International by Tom Kartsotis, a former Texas A&M University Texas student, importing retail goods made in Asia.

- 1990, Relic Brand.
- 2001, Zodiac Watches.
- 2004, Michele Watch.
- 2006, Caller ID watch.
- 2012, Skagen Designs.
- 2015, Misfit.



Awards:

- 2013-2015, *Top 100 Best Companies to work for in the U.K.*
- 2016, *Fashion Tech Collection of the Year*, for their connected designer smart watches and jewellery.
- Actually, working with brands such as **Diesel, Emporio Armani, Michael Kors and Kate Spade.**

HOW DO THEY WORK?

**MOST SMARTWATCHES ARE POWERED
BY GOOGLE'S "WEAR OS"**

SAMSUNG PRODUCTS BASED ON "TIZEN"

**AND APPLE PRODUCTS ARE POWERED
BY "WATCHOS"**



HOW TO CONNECT?

According to the rules, smart watches need to be connected to a smartphone for their full potential. Usually it works by Bluetooth pairing, wi-fi and some devices allow quick and easy setup using NFC chips. Some can also work through a SIM card, they called Standalone smartwatches.



CHALLENGE BEFORE THE INTRODUCTION OF MODERN TECNOLOGY.



- It's true that the smartwatch market has challenges:
- Design limitations
- Low to no interest in apps other than fitness and medical
- Short battery life
- Competition from fitness trackers
- No killer app

- Lack of manufacturer clarity on use cases and functionality. Smart watch manufacturers are wrestling with the decision of whether to position their product at a niche market with a targeted use case or as a general-purpose mobile platform catering to a range of use cases and functionality.



- Ergonomics and comfort are of prime importance, especially in wearable devices that are meant to be worn for a long period of time. Ideally, the comfort levels should be such that the user is not constantly reminded of something additional strapped onto their body.

BENEFITS OF SMART WATCHES

Saving Smartphone Battery.

You won't miss any information and you can receive calls on your smartwatch and it will make a big difference in your day



Stress

Will know your stressed before you know your stressed!



Dieting.

-With a little extra effort, your smartwatch can also help with your diet. Track your calorie intake with every meal. Receive calorie estimates for your exercise.

Notifications.

You're waiting for an important message from your boss. Or your mom. Or your partner. You know you can only last so long before you need to reach for your phone, just in case.

Wearing a smartwatch may be cheating, but it works.

- **Conectivity.**
- **Best performance.**
- **APP available.**
- **Health and well-being.**
- **Productivity.**
- **Satisfaction.**





Negative

- **Price.**
- **Dependency.**
- **Distraction.**
- **Privacy and security.**
- **Small screen.**
- **Limited battery live.**
- **Lifetime.**



LESSONS CAN BE DROWN FROM THE CASE STUDY.

- We understand that the traditional industry does not use technology as its main strategy or sector, they use more labor is technical advances.
- In relation to modern technology, the sector and strategy is technology is all about efficiency and speed.



- It makes people have more free time to dedicate themselves to other tasks or more important decisions not to speak which also increases productivity where the company will end up making more profit.

LESSONS CAN BE DROWN FROM THE CASE STUDY

Fossil company



- In relation to fossil company, we can say that everything is centered on technology and its evolution.
- This company is especially famous for making advanced technology and high-quality watches.
- The technology brings to this company a series of equipment and management tools that end up increasing the company's productivity, making the company have an incredible growth in terms of productivity and that will end up benefiting the financial results and expanding the business.

LESSONS CAN BE DROWN FROM THE CASE STUDY

- Technology provides this company with an increase in quality control, the use of technology is essential to maintain the quality control of the items.
- Without it this company would probably close because fossil company depends on technology without it, it was not even possible to create these advanced and high quality technology watches.



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