



**Swiss Smartwatch Brand MyKronoz showcases its full line of game-changing wearables at the Mobile World Congress 2016**

From 22nd to 25th of February 2016 in Barcelona, **Booth CS 130 / Congress Square Hall**

Geneva, 11 February 2016 – With the 2016 Mobile World Congress coming up, Swiss wearable accessories brand, MyKronoz, is gearing up to introduce its full line of connected wearables (activity trackers, smartwatches, analog smartwatches and watch phones) for different tastes and budgets. New highlights include ZeRound, an elegant circular smartwatch; ZeSport, a GPS-enabled shock-resistant smartwatch and ZeKid, a revolutionary watch phone designed exclusively for parents and children (from 4-10 years old). These fashionable, affordable and cross-platform devices combine high technology and Swiss design – making MyKronoz a game-changer in the global wearables and smartwatch industry.

**Young and yet taking the world by storm, MyKronoz:**

- Is present in 40 countries and has reached sales of **one million units**
- Has designed and developed a wide range of more than **10 models of connected devices**
- Offers activity trackers, smartwatches, analog smartwatches, and watch phones, **which support multiple mobile operating systems** (iOS, Android and Windows Phone)
- Proposes affordable wearables ranging from **39€ to 199€** (at retail price)
- Has established partnerships **with Gemalto** (for mobile payment and transport) & **Swarovski** (for Special Collections “Made with



SWAROVSKI ZIRCONIA": ZeCircle and ZeClock models only)



Pursuing its ambitions in a fiercely competitive industry, MyKronoz aims to attract consumers with **its unique DNA of mixing mobile technology and fashion through its 'smartwatch for everyone'** strategy. This comes to fruition with the company's latest innovations which will be showcased exclusively at the Mobile World Congress this month.

## SMARTWATCH FOR EVERYONE



### ZeRound:

World's first elegant circular smartwatch retailing under 100€

- Elegant smartwatch with a stainless steel bezel
- Has a built-in mic and speaker, for users to handle calls directly from their wrists
- Circular colour touchscreen displays smartphone notifications and daily activity
- Can be a remote control to take selfies and play music

Compatibility: iOS & Android  
Retail price at **99.90€**



### ZeSport:

GPS smartwatch with mic & speaker:  
A daily companion in sports and communication

- GPS-enabled shock-resistant smartwatch
- Users are able to track exercise sessions and routes from their wrists
- Has a 1.3 inch full-round color TFT display
- Features an accelerometer, altimeter, heart-rate monitor, UV and temperature sensors

Compatibility: iOS & Android  
Retail price at **199.90€**



### ZeKid:

3G-SIM Watch phone – Fun and safety in mind for kids and parents

- Embedded SIM card and GPS tracker to connect children safely to their parents all day
- Built-in mic and speaker for two ways communications
- SOS button to trigger emergency calls
- Playful learning games
- Mobile application for parents
- Unique Qi wireless charging station

Compatibility: iOS, Android & Windows Phone  
Retail price at **149.90€**

**For interview requests with Boris Brault, Founder & CEO, MyKronoz and Sarah Segre, Marketing Manager, MyKronoz, please contact our UK press representative:**

#### About MyKronoz:

Founded in January 2013, Kronoz LLC is a Swiss company based out of Geneva that designs and develops wearable devices intended to improve increasingly mobile, connected and digital lifestyles. MyKronoz strives to expand and facilitate the mobile-user experience with stylish, intuitive and functional techcessories. Now present in 40 countries, carried by major retailers and partners worldwide: Orange, Auchan, Carrefour, Best Buy, Walmart, Yodobashi, HMV, MyKronoz offers a full range of connected devices spanning across 4 product categories: activity trackers,

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smartwatches, analog smartwatches and watch phones. With a unique DNA mixing mobile tech and fashion, MyKronoz's goal is to cater to the needs and tastes of the world's most various user types thanks to a full iOS, Android and Windows Phone compatibility at an affordable price.

For more information: <http://www.mykronoz.com>

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