



**Swiss Smartwatch Brand MyKronoz showcases its full collection of game-changing wearables and announces MyKronoz Pay, its contactless payment wallet, in partnership with Gemalto and Mastercard at the IFA 2016**

From September 2nd-7th 2016 in Berlin, **Booth 182 / iZone Hall 15.1**

Geneva, September 2<sup>nd</sup> 2016 – Swiss wearable accessories brand MyKronoz, is showcasing at this year IFA its full collection of connected wearables (activity trackers, smartwatches, analog smartwatches and watch phones) for different tastes and budgets. New models include ZeFit3, ZeFit3HR, ZeCircle2 and ZeWatch4

On this occasion, MyKronoz will introduce MyKronoz Pay, its contactless payment service embedded into its wearable devices and intended to expand their smart capabilities beyond activity-tracking and communication. With MyKronoz Pay, users will be able to make fast and secure purchases at any retailers that accept contactless payments. MyKronoz Pay will work with ZeCircle2, ZeWatch4 and ZeWatch4 HR thanks to Gemalto's end-to-end NFC payment solution in partnership with Mastercard. MyKronoz Pay will work as a pre-paid wallet that can be top-up with all the leading funding methods (Mastercard, Visa, American Express and PayPal) through a mobile app,

MyKronoz Pay will start to be available from November 2016 in several countries across Europe, and will quickly expand over time globally.

These stylish, affordable and cross-platform devices combine Swiss design and advanced technology – making MyKronoz a game-changer in the global wearables and smartwatch industry.



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**. MyKronoz has designed and developed a new range of activity trackers and smartwatches, **that support cross platform compatibility with leading operating systems** (iOS, Android and Windows Phone) starting at **39€ up to 99€** retail price.

“Enhancing and broadening our user experience by adding color touchscreen to all our new line and contactless payment capabilities, while keeping the same retail price than our previous generation simply embodies our mission to make smartwatches for everyone“ says Boris Brault, MyKronoz CEO. This strategy

and commitment to innovation comes to fruition with MyKronoz Pay, the company's newest contactless payment service powered by Mastercard.

"Gemalto is very proud to be selected by MyKronoz to enable MyKronoz Pay, a solution based on Gemalto embedded secure element and payment-as-a-service offer, that gives the consumers the opportunity to make easy contactless payments with their smartwatch, whatever their funding methods", adds Gabrielle Bugat, Senior Vice President, Banking and Payment Services at Gemalto.

"We are very pleased to partner with MyKronoz and enable their MyKronoz Pay wallet with contactless payments. Paying contactless is safe and very convenient; it becomes the way to pay for every day shopping of millions of consumers across Europe. You can pay contactless in 77 countries around the world at more than 6 million retailers" comments Chris Kangas, Head of European Partner Development at Mastercard.



**ZeFit3:**

Activity & Sleep tracker with smart notifications

- Color touchscreen displays real-time activity and smartphone notifications
- Can be a remote control to take selfies and play music
- Changeable watch faces
- IP67 Water resistant
- Removable wristband

Compatibility: iOS, Android & Windows Phone  
Retail price at **39.90€**



**ZeFit3HR:**

Activity & Sleep tracker with heart-rate monitor

- Color touchscreen displays real-time activity and smartphone notifications
- Optical heart-rate monitor
- Can be a remote control to take selfies and play music
- IP67 Water resistant
- Removable wristband

Compatibility: iOS, Android & Windows Phone  
Retail price at **59.90€**



**ZeCircle2:**

Activity tracker with contactless payment

- Color touchscreen displays real-time activity and smartphone notifications
- NFC for contactless payment
- Can be a remote control to take selfies and play music
- IP67 Water resistant
- Removable wristband

Compatibility: iOS, Android & Windows Phone  
Retail price at **59.90€**



**ZeWatch4:**

Sleek smartwatch with contactless payment

- Color touchscreen displays real-time activity and smartphone notifications
- Microphone & speaker to make calls and voice commands
- NFC for contactless payment
- Removable USB-integrated wristband

Compatibility: iOS, Android & Windows Phone  
Retail price at **79.90€**

**For interview requests with Boris Brault, Founder & CEO, and Sarah Segre, Chief Marketing officer, please contact: [press@mykronoz.com](mailto:press@mykronoz.com)**

**For interview requests with Gemalto, please contact [Sophie.dombres@gemalto.com](mailto:Sophie.dombres@gemalto.com)  
For interview requests with Chris Kangas, Head of European Partner Development at Mastercard, please contact: [Corinne.Raes@mastercard.com](mailto:Corinne.Raes@mastercard.com)**

#### **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, 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 visit <http://www.mykronoz.com> or follow [@mykronoz](#) on Twitter.

#### **About Gemalto**

Gemalto (Euronext NL0000400653 GTO) is the global leader in digital security, with 2015 annual revenues of €3.1 billion and customers in over 180 countries. We bring trust to an increasingly connected world.

Our technologies and services enable businesses and governments to authenticate identities and protect data so they stay safe and enable services in personal devices, connected objects, the cloud and in between.

Gemalto's solutions are at the heart of modern life, from payment to enterprise security and the internet of things. We authenticate people, transactions and objects, encrypt data and create value for software – enabling our clients to deliver secure digital services for billions of individuals and things.

Our 14,000+ employees operate out of 118 offices, 45 personalization and data centers, and 27 research and software development centers located in 49 countries. For more information visit [www.gemalto.com](http://www.gemalto.com) or follow [@gemalto](#) on Twitter.

#### **About Mastercard**

[Mastercard](#) (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardNews](#), join the discussion on the Beyond the Transaction Blog and [subscribe](#) for the latest news on the Engagement Bureau.