

# FOSSIL

## **Fossil Unveils Q Control, Fossil's First Smartwatch with Heart Rate**

New styles feature a lightweight, sporty design and new swimproof capabilities

Richardson, TX – November 14, 2017 – Today, Fossil brand announces the launch of Q Control, Fossil's first ever swimproof touchscreen smartwatch with optical heart rate. Tailored specifically to the customer who is interested in integrating fitness into their lifestyle, the newest addition to the Fossil Q lineup infuses technology into the classically designed watch profile the brand is known for, while offering new sport functionality.

Available on Fossil.com starting November 13 and in select stores beginning of December, Q Control offers customers a design that is the most fitness-friendly style to date, while still maintaining Fossil's quintessential understated, yet elegant design. Q Control's design balances clean geometric form with unique lug hardware inspired by vintage automobiles. This incredibly lightweight design features a full-round touchscreen dial with exclusive sport-inspired digital faces, a unique 'color picker' allowing the user to personalize each face to their style or attire, and the brand's first virtual touch bezel on the edge of display, allowing for easy and intuitive navigation. The strap is a two-tone silicone sport strap, and like all Fossil Q watches, includes quick release pins for easy interchangeability.

"The word fitness has evolved almost as much as the word watch (especially with the launch of smartwatches), but for most consumers they are committed to integrating both their watch and a healthy lifestyle into their daily routine. For some fitness can mean triathlons, for others it means setting a daily intention, or taking 10 minutes to go for a walk outdoors. Regardless of your activity, we know our Fossil fans have a range of interests and staying healthy and being mindful to achieve balance is a high priority", said Steve Evans, Executive Vice President. "It was critical for our smartwatches to help them get closer to their goals, which is why we are so excited to bring more fitness focused functions like heart rate without compromising the integrity of our smartwatch designs."

Like other touchscreen smartwatches currently available from Fossil, Q Control blends classic analog designs with smart connectivity. Q Control runs on Android Wear™ 2.0, which features downloadable third-party apps and watchfaces, user-friendly notifications and messaging, and help from Google Assistant™\*. Customers can use Google Fit™ as well as other third party apps to track fitness goals.

Q Control retails for 299€.

Features include:

- Touchscreen, always-on display
- Optical Heart Rate, viewable in the Google Fit app
- Swimproof; track swim activity with help of third party apps like MySwimPro
- 13.5 mm case thickness
- 44 mm diameter case
- Full round touch screen with brighter contrast and better resolution
- Customizable watch dials, including over 30 exclusive Fossil Q watch faces
- Interchangeable Straps
- Wireless Magnetic Charger
- Downloadable third-party apps, including fitness apps like Google Fit, Runkeeper, Runtastic, and Strava, as well as Foursquare, Google Maps™, Google Play™ Music, Lifesum, Google Messenger, Uber, and more
- Qualcomm® Snapdragon Wear™ 2100 processor, 4GB of memory, Bluetooth and Wi-Fi connectivity

Powered by Android Wear 2.0, Fossil Q Control is compatible with phones running Android™ 4.4+ or iOS 9+. Supported features may vary by platform. Android, Android Wear, Google Assistant, Google Fit, Google Maps, and Google Play are trademarks of Google LLC.

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