

EMPORIO ARMANI

Emporio Armani Connected Expands Line with Sleek New Touchscreen Smartwatches

MILAN – July 16, 2018 – Emporio Armani introduces a new generation of touchscreen smartwatches further expanding the brand’s innovative wearables line — Emporio Armani Connected. Concurrently with the launch of the new smartwatches, a new selection of exclusive new pictures from the ADV FW18 campaign will be unveiled, featuring renowned singer and songwriter Shawn Mendes, now face of the entire collection of Emporio Armani watches. The new smartwatches will be available for pre-sale today on armani.com, and available worldwide in early September at Armani stores and selected retailers worldwide.

Emporio Armani Connected’s latest smartwatches feature dynamic styling, the latest evolution of wearable technology, and a sleek design that honors the brand’s tradition of precision in watchmaking. Powered with Wear OS by Google and the Qualcomm® Snapdragon Wear™ 2100 SoC, the new Emporio Armani Connected touchscreen smartwatches are compatible with both iPhone® and Android™ phones.

In addition to the classic features of the Wear OS platform, the smartwatches include added functionality, finding new ways to keep customers connected to what matters most to them:

- Heart Rate Tracking
Automatically track your heart rate across multiple types of workouts using Google Fit or third-party apps
**Tic Health available in China*
- Swimproof Technology
Shower and swim up to 3 ATM seamlessly and track swim workouts through third-party apps
**Mobvoi Store available in China; Google Play Store available in select countries.*
- Payment Technology
Make purchases via your NFC-enabled smartwatch using Google Pay
**Alipay available in China. Google Pay available in select countries.*
- GPS Distance Tracking
Leave your phone at home when going for a walk, hike, ride, or run with built-in GPS that records the distance right on your smartwatch
- Assist on the Wrist
Ask questions and give commands directly to your smartwatch via Google Assistant
**Mobvoi Assistant available in China; Google Assistant available in select countries*

The new Emporio Armani Connected touchscreen smartwatch features the new digital dial designs, a striking stainless steel case, and an eye-catching 1.19-inch AMOLED display with an ambient sensor to enhance battery life.