

FOSSIL LAUNCHES ITS FIRST LTE-EQUIPPED SMARTWATCH – GEN 5 LTE

The new smartwatch boasts new cellular call and text abilities for Verizon users with Android™ phones on Fossil's heralded fifth-generation smartwatch

Richardson, Texas – January 11, 2021 – It is with great excitement that Fossil brand announces the newest addition to our wearables assortment: the **Gen 5 LTE Touchscreen Smartwatch**. Enabled with 4G cellular connectivity powered by Verizon, Qualcomm's Snapdragon Wear 3100 platform and Wear OS by Google™, Android phone users can stay more connected with texting and calling abilities without needing their phone. As the newest iteration of Fossil's latest touchscreen smartwatch, users will also enjoy software updates from Wear OS by Google and Fossil Group, speaker functionality, smart battery modes, 8GB of storage, and the performance and capabilities of the Qualcomm® Snapdragon Wear™ 3100 platform. The new smartwatch is launching first in the US and specifically designed for Android phone users with eligible Verizon service.

Gen 5 LTE is Fossil's first introduction into the cellular wearables space, designed with the Wear OS by Google team and Qualcomm. Fossil's smartwatch LTE capability is exclusively available for Android phone consumers through Verizon utilizing their Number Share feature. With an additional data plan, Number Share allows users' phones and watches to be synced to the same number so when away from your phone or WiFi, you will continue to receive calls and texts on your watch — only an LTE signal is needed. To connect the cellular functionality, Gen 5 LTE comes with the integrated 4G LTE modem in the Snapdragon Wear platform with an eSIM chip, making Fossil the first mass-market fashion brand on Wear OS by Google to offer eSIM. The chip connects to Verizon via software within the Wear OS by Google app, allowing the setup to be done in-store or remotely — an added bonus during this unprecedented time.

“At Fossil, our teams are always striving for new innovations and evolutions of our bestselling smartwatch platforms to provide users with wearables that truly enhance their lifestyle. We identified this tremendous opportunity within the cellular wearables space to design the Gen 5 LTE Smartwatch and provide an exciting new service on our latest technology. Fossil is proud to present this new capability with Verizon that offers additional connectedness with the world around you, while still maintaining the designs our customers love,” said Steve Evans, EVP Fossil Group. “Entering into the cellular space is a direct result of consumer feedback, so we are excited to present this exciting new offering for the first time within the Fossil portfolio of functional and beautiful wearables.”

The new smartwatch launches with 2 colorways in stunning combinations of black straps on a smoke-tone stainless steel and blush straps on a rose gold-tone case. With a 45 mm case size, and endless strap options, Gen 5 LTE continues to provide consumers with personalized technology in customizable designs and styles.

In addition to new cellular capabilities to keep users connected, Gen 5 LTE also boasts top features from Fossil's fifth-generation smartwatch, including:

Swimproof Speaker

Users can enjoy audible functionality, calls, and hear responses from Google Assistant — when you ask a question or tell it to perform an action, you can hear Google speak back to you. With the inclusion of the swimproof Speaker, users have the ability to take calls on their smartwatch, and now, Verizon-equipped Android customers can do this phone free via LTE.

Functions include:

- Sound alerts for notifications, alarms, timers, etc.
- Hear responses from Google Assistant
- Play music from top audio services
- Answer calls directly from watch

Added Storage

Users can download and enjoy more apps, music and content with an extensive 8 GB of storage for better performance and faster speed. Impressive storage allows for consistently used third-party apps, such as heart health-focused Cardiogram and audio streaming subscription service Spotify.

Smart Battery Modes

The Fossil Group-developed battery modes offer four battery pre-sets, putting the user in control and allowing for extended battery life. The proprietary experience offers an 'Extended Battery Mode' where users can extend to multiple days on a single charge while still enjoying essential features like notifications and heart rate. 'Daily Mode' allows users to experience most features enabled, such as an always-on screen. 'Custom Mode' allows users to easily manage battery optimization settings all in one place, where 'Time-Only Mode' gives users additional hours when the watch has a low battery or if they choose to use the smartwatch to only tell time.

Features include:

- Stainless steel case, top ring, and pushers
- 45 mm case size
- Stunning 1.3" touchscreen digital display
- Swimproof (up to 3 ATM)
- 24+ hours battery life (based on usage) + multiple days in extended battery mode
- Interchangeable straps and bracelets
- Qualcomm® Snapdragon Wear™ 3100 Platform
- Sensors: Heart Rate, NFC, GPS, Altimeter, Accelerometer, Gyroscope, Ambient Light, Microphone, Speaker
- Powered with Wear OS by Google
- 8GB storage and 1GB RAM of memory
- Connect via Bluetooth® technology
- Wireless syncing + magnetic charging

This watch retails for \$349 and will be available in the US beginning this spring on www.fossil.com, www.verizonwireless.com and in select Verizon retail stores.

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