

FOSSIL ANNOUNCES NEXT GENERATION OF WEARABLES — THE FIRST POWERED BY THE LATEST QUALCOMM SNAPDRAGON WEAR 4100+ PLATFORM

Gen 6 boasts increased speed and performance, updated wellness sensors, and compatibility with Wear OS 3

Richardson, Texas – August 30, 2021 – It is with great excitement that Fossil announces the newest generation to our wearables portfolio: the **Gen 6 Touchscreen Smartwatch**. The Gen 6 smartwatch will be the first smartwatch powered by the Qualcomm® Snapdragon Wear™4100+ Platform, providing users faster application load times, highly responsive user experiences, and more efficient power consumption. In addition, the battery charging speed is two times faster than leading smartwatches, reaching 80% charge in just over 30 minutes. Users will also benefit from continuous heart rate tracking, a new SpO2 sensor, speaker functionality to make and receive tethered calls, software updates from Wear OS by Google™ and Fossil Group, smart battery modes and more. The Fossil brand Gen 6 smartwatch will be first to market, launching globally for pre-order for Android™ and iOS phone users alike beginning August 30.

Gen 6 will also be compatible with Google's new system update, Wear OS 3, announced earlier this year. The smartwatch will be eligible for the [Wear OS 3 system update](#) in 2022, alongside other updates that will continue to improve the overall user experience.

“We are proud to announce our highly-anticipated next generation of smartwatches. At Fossil Group, we are always striving to deliver increased performance and delight users, working in partnership with Qualcomm and Google, and we are excited by the new capabilities Gen 6 is bringing to our users. Faster interface, less time to charge and upgraded health and wellness features are only a few of the benefits Gen 6 will see as our teams continue to innovate and evolve our smartwatch portfolio,” says Steve Evans, Fossil Group EVP Chief Brand Officer. “We also know how crucial personalized style continues to be in the wearables space for our design-conscious consumer, so I am excited to share that in addition to Fossil brand, Michael Kors will soon be launching Gen 6 as well. Our innovation teams at Fossil Group continue to provide users the best-in-class experience without compromising stunning design from brands they love.”

“Fossil Group and Qualcomm have had a long-standing partnership and have led the convergence of fashion and technology in the industry,” says Pankaj Kedia, Global Head of Wearables, Qualcomm Technologies, Inc. “We are delighted to have collaborated with Fossil Group on their latest smartwatch, the Gen 6, which is the first product to come to market based on our Snapdragon Wear 4100+ platform. This platform enables users to experience lightning-fast processing and richer, always-on, ambient modes and watch faces with ultra-low power consumption thanks to the integration of the always-on co-processor in the platform.”

The new Fossil brand Gen 6 smartwatch launches with four colorways in a 44mm case and three colorways in a 42mm case for added size options. In addition to offering seven timeless styles and endless interchangeable strap options, users can customize dials and buttons to easily access their most-used functions. Fossil Gen 6 is upgradable to Wear OS 3, Google's

new system update announced earlier in the summer, and will benefit from continued improvements in features and user experience.

Gen 6 boasts top everyday features, including:

Increased Battery Charging Speed and Smart Battery Modes

Users can enjoy shorter charging time and extended battery life to maximize their day. The Gen 6's charging speed is two times faster than the leading smartwatch, reaching 80% in only a little more than 30 minutes of charging. This, combined with the Snapdragon Wear™4100+ platform, decreased power consumption and Fossil Group-developed Smart Battery Modes, puts the user in control and allows for 24+ hours of battery life (based on usage) or multiple days in Extended Battery Mode.

This improvement also impacts the customer experience in regards to sleep tracking. The device reaches 80% charge in about 30 minutes, enabling a full charge in the morning after tracking your sleep.

Upgraded Health & Wellness Sensors

In addition to wellness updates from Fossil Group released in 2020, Gen 6 boasts an upgraded heart rate sensor to allow continuous tracking and improved signal accuracy. Users will also benefit from the new SpO2 sensor, which tracks an estimate of the wearer's blood oxygen measurements to see how well your body is circulating oxygen over time.

Swimproof Speaker and Microphone

Android and iOS smartphone users can enjoy the ability to make and receive calls from their Gen 6 smartwatch. Hear responses and get answers from Google Assistant — when you ask a question or tell it to perform an action, you can hear Google speak back to you.

Additional features include:

- Stainless steel case, top ring and pushers
- 44mm and 42mm case size options
- Stunning 1.28" touchscreen digital display
- Swimproof (up to 3 ATM)
- Customizable dials and button functionality
- Interchangeable straps and bracelets
- Enjoy All Your Spotify Music and Podcasts Offline on smartwatches running Wear OS for all Spotify Premium users
- Increased performance and lower power with Qualcomm® Snapdragon Wear™4100+
- Connectivity: Bluetooth® 5.0 LE, WiFi, GPS, NFC SE
- Sensors: Accelerometer, Gyroscope, Compass, Altimeter, PPG Heart Rate, SpO2, Off-body IR, Ambient Light
- Wear OS by Google
- 8 GB of storage and 1 GB RAM
- 4 pin USB fast charging with magnetic puck

Fossil Gen 6 retails for \$299-\$319 and will be available for pre-order beginning August 30 at www.fossil.com. To learn about upcoming Michael Kors Gen 6 smartwatches, please visit www.watchstation.com and www.michaelkors.com for more information.

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Fossil

[Fossil](#) was inspired by American creativity and ingenuity. Bringing new life into the watch industry by making quality, fashionable watches that were both fun and accessible. Creativity was at the heart of everything we did. Today, we continue to focus on what makes us, us: Our optimistic attitude, our dedication to authenticity and, of course, our creative spirit. The things we make, from traditional watches to smartwatches, bags to wallets, jewelry to gifts, complement every style, and fit every lifestyle—for all the moments that make you, you.