

## **SKAGEN ANNOUNCES NEXT GENERATION ADDITION TO OUR WEARABLES PORTFOLIO — THE FALSTER GEN 6 SMARTWATCH**

*The new Falster Gen 6 boasts increased speed and performance with the Snapdragon Wear 4100+ platform, while maintaining the brand's iconic, stunning Danish-inspired design standards*

**Richardson, Texas – January 5, 2022** – Skagen, the Danish-inspired watch and jewelry brand, is excited to announce that the newest generation in our wearables portfolio — the **Falster Gen 6 Smartwatch** — will soon be launching for users globally. First announced in August 2021, the Gen 6 is the first smartwatch powered by the Snapdragon Wear™4100+ Platform, providing users exciting upgrades in performance, including faster application load time, highly responsive user experiences, and more efficient power consumption. Skagen is thrilled to launch the collection of stunning smartwatches globally for Android™ and iOS phone users alike this month.

“Following the highly-anticipated launch of Fossil and Michael Kors Gen 6 smartwatches last fall, we are proud to bring our latest technology to the Skagen customer. At Fossil Group, we always strive to deliver premier performance and innovations, working with Wear OS by Google™ and Qualcomm Technologies, Inc., while also delivering personalized style for our design-conscious consumers from the brands they love,” says Steve Evans, Fossil Group EVP Chief Brand Officer. “This new, Danish design-inspired iteration from Skagen brings Gen 6 technology to users without compromising our dedication to modern design. We believe you shouldn’t have to choose between best-in-class technology and your own personal style.”

Skagen will launch the Falster Gen 6 Smartwatch with five styles in a 42mm case size, including silver-tone, charcoal, and black case colors. The styles launch on straps made with the brand’s iconic stainless steel mesh, silicone and leather, and are also compatible with all 20mm straps and bracelets for added customization. True to Skagen’s enduring modern, Scandinavian ethos, the Falster Gen 6 is a timeless fashion accessory with intentional design. Each style will retail for **\$295**.

“The Gen 6 smartwatch, based on our Snapdragon Wear 4100+ platform, represents the best combination yet of fashion and technology,” says Pankaj Kedia, Senior Director, Product Marketing, Qualcomm Technologies, Inc. “We are delighted to work with Fossil Group and bring the lightning performance and extended battery life of our Snapdragon Wear 4100+ platform to Skagen.”

The Falster Gen 6 Smartwatch 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, as the

Gen 6 reaches 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 also improves the customer experience in regard to sleep tracking — with the device's ability to reach 80% charge in about 30 minutes, this enables users to quickly reach 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.

### **Third Party Apps from World-Class Brands**

Gen 6 users will have access to download new Wear OS apps and experiences on Google Play from their favorite brands, including new features like offline playback for premium YouTube Music and Spotify Premium users.

### **Swimproof Speaker and Microphone**

Android and iOS smartphone users can enjoy the ability to make and receive tethered calls from their Gen 6 smartwatch. Get answers from Google Assistant — ask Google to manage daily tasks or plan your day, and hear an audio response from your speaker.

### **Wear OS 3 Compatibility**

Gen 6 will also be compatible with Google's new system update, Wear OS 3, announced in 2021. 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.

Additional features include:

- Stainless steel or nylon case, rotating home button, and two configurable push buttons
- Stunning 1.28" touchscreen digital display (326 ppi)
- Swimproof (up to 3 ATM)
- Customizable dials and button functionality
- Interchangeable straps and bracelets
- Increased performance and lower power consumption with Snapdragon WearTM4100+
- Connectivity: Bluetooth® 5.0 LE, Wi-Fi, 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
- USB fast charging with magnetic puck

Skagen's Falster Gen 6 Smartwatch will be available on [www.skagen.com](http://www.skagen.com) this month.

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## **Skagen**

Since 1989, we've been inspired by Skagen City and the Danish coastline. We embraced Danish minimalism, creating slim styles and color combinations that reflect a quiet, coastal living. It's a style that's still authentic to us today. Denmark has much to celebrate. As we honor our heritage, we're expanding our range of influence to include areas of relevance that are of the moment.