



TAGHeuer
C O N N E C T E D

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1. PRESENTATION OF TAG HEUER
 2. SMART WATCH MARKET AND POSITIONING
 3. TAG HEUER STRATEGY
 4. PRODUCT PRESENTATION
 5. INNOVATIONS COMPARED TO COMPETITION
 6. MAIN CHALLENGES
 7. HOW THE CONNECTED SUPPORTS THE BRAND
 8. FUTURE
- 



1. TAG HEUER – KEY FEATURES

- Swiss company created in 1860 by Edouard Heuer
- Part of LVMH group since 1999
- 1200 employees
- 4500 retail stores

- Activities

- Watchmaking
- Professional timekeeping

- Positioning

- “Swiss Avant-garde since 1860”
- Core business: affordable luxury with a focus on sports





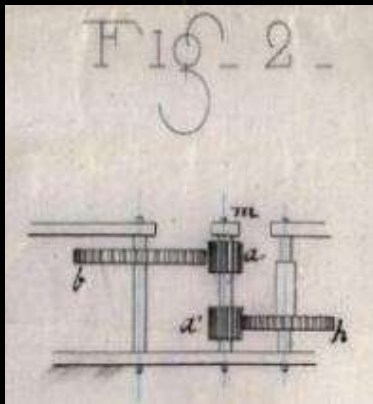
1. TAG HEUER – SWISS AVANT-GARDE SINCE 1860



1860

Creation of
Heuer manufacture

1887



Invention of the
Oscillating Pinion

1911

Invention of the
Time of Trip
1st dashboard



1916



Invention of the
Mikrograph
1st stopwatch accurate
to 1/100th of a second

1962

1st Swiss watchmaker in space
on the wrist of **John Glenn**





1. TAG HEUER – SWISS AVANT-GARDE SINCE 1860



1963

Carrera,
a chronograph
specially designed for
motor racing



1st automatic
movement in the
1st blue squared
chronograph

1970



1977

1st wrist
chronograph with a
**digital and
analogical display,**
accurate to 1/100th
of a second



Heuer becomes
TAG Heuer

1985



1999

Link bracelet, an avant-gardist
design
TAG Heuer becomes part of the
LVMH luxury group



1. TAG HEUER – SWISS AVANT-GARDE SINCE 1860



2004

Monaco V4,
1st movement
driven by belts



2012

MikroPendulum,
1st double
tourbillon
chronograph
accurate to 1/100th
of a second



2015

TAG Heuer Connected
1st smart watch in collaboration
with Intel and Google



Aiguille d'or Award
for the Mikrogirder,
precise to 5/10 000th
of a second



2015

Heuer 01
with an in-house movement

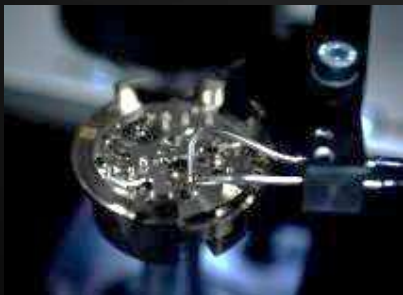


1. TAG HEUER – SWISS KNOW-HOW

CORNOL – *Manufacture*
Case factory



CHEVENEZ – *Manufacture*
Movement factory



LA CHAUX-DE-FONDS
International HQ
Encasing, strap attaching,
Customer service & quality control



TRAMELAN – *Artecad*
Dial factory





1. TAG HEUER – COMMUNICATION



MOTOR RACING



SPORTS WITH RECENT FOCUS
ON SOCCER

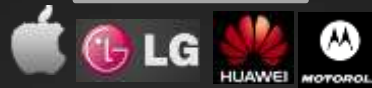


ARTS &
LIFESTYLE



2. SMART WATCH MARKET AND POSITIONING

CONNECTED DEVICES



Focus on technology and applications

- + : huge variety of apps
- : massmarket design

→ Try to look like classical luxury watches



Focus on sports-related info

- + : social community platforms
- : limited functions, big massmarket competition

→ Have more and more connected features



Traditional watches with a little touch of intelligence

- + : great quality and design
- : no full OS / limited SW

→ Slightly evolve into technology

SPORTS

TRADITIONAL WATCHES





3. TAG HEUER STRATEGY

- DEVELOP A FULLY CONNECTED WATCH WITH BEST OF TECHNOLOGY
 - Open OS
 - Huge variety of apps
 - Performing and reliable hardware
- LUXURY PRODUCT
 - High-end materials with perfect finishings
 - Design linked to our heritage
 - Customization of software
- REMAIN A WATCH
 - Time always on





4. PRODUCT PRESENTATION 1/5



+



+

Google
androidwear





4. PRODUCT PRESENTATION 2/5





4. PRODUCT PRESENTATION 3/5

TITANIUM BEZEL

TITANIUM CASE

TITANIUM SINGLE PUSH-BUTTON

TITANIUM LUGS

CASE
DIAMETER: 46 MM
THICKNESS: 12.8 MM
IP67 SPLASH-PROOF RESISTANT
(WATERPROOF UP TO 1 METER
FOR 30 MIN)

Ultra-light product thanks to titanium: only 52 grams for the case



4. PRODUCT PRESENTATION 4/5



PRICE : 1490 CHF

7 colors of rubber straps: GREEN, BLUE, ORANGE, RED, WHITE, BLACK, YELLOW

2 colors of calfskin straps: BROWN, GREY

Titanium strap



4. PRODUCT PRESENTATION 5/5



ROSE GOLD VERSION

WEIGHT OF CASE: 80G INCLUDING 40G ROSE GOLD



5. INNOVATIONS – SOFTWARE 1/3

WATCHMAKING WATCH FACES

- INSPIRED BY THE TAG HEUER CARRERA COLLECTION :
 - CHRONOGRAPH
 - 3-HANDS
 - GMT FUNCTIONS
- BLACK, WHITE AND BLUE COLORS.





5. INNOVATIONS – SOFTWARE 2/3

TIMEKEEPING STAND-ALONE APPS

- CREATED BY TAG HEUER
- REFERENCE TO OUR TIMEKEEPING ACTIVITY
 - Timer
 - Alarm
 - Stopwatch



MINUTEUR



ALARME



CHRONOMÈTRE





5. INNOVATIONS – SOFTWARE 3/3

INTERACTIVE COUNTERS = “ COMPLICATIONS ”



➤ EXCLUSIVE TO TAG HEUER

➤ CHRONOGRAPH'S COUNTERS DISPLAY RELEVANT INFO ON A THEME

- Motoracing
- Hiking
- Golf
- Fitness
- Time keeping

➤ GREAT INNOVATION: STILL LOOKS LIKE A TRADITIONAL MECHANICAL WATCH WHILE DISPLAYING CONNECTED INFO



Timekeeping



Viewranger



Google Fit



Bundesliga



5. INNOVATIONS – MECHANICAL TRADE-IN

- 2 YEARS OF WARRANTY
 - Most electronics companies offer 1 year
- EXCHANGE POLICY AFTER 2 YEARS: MECHANICAL TRADE-IN
 - After 2 years, clients can upgrade their watch for 1'490 CHF to a special edition Carrera



6. MAIN CHALLENGES

- Very tight schedule
 - 1st discussions with Intel and Google: 06/2014
Only 2 people working on the project!
 - Desired features and design locked: 03/2015
Team headcount : 4 people
 - Announcement at Basel Fair: 03/2015
 - Launch in NYC: 11/2015
- Deal with totally new product development processes and with SW/HW giants
- Keep confidentiality, even internally
 - small dedicated team, quite isolated
 - created frustration within TAG Heuer but easier to move forward rapidly
- How to evaluate the right volume ?
- Others
 - Legal issues: contracts, instructions, ...
 - Connected displays
 - Contents for online training of our agents
 - Tool for online support: creation + management
 - ...





7. HOW THE CONNECTED SUPPORTS THE BRAND

AMBASSADORS WATCH FACES

➤ CREATE BRAND ANIMATION





7. HOW THE CONNECTED SUPPORTS THE BRAND

PARTNERED EVENTS

- EXCLUSIVE TAG HEUER WATCHFACES FOR OUR PARTNERED EVENTS

ex: Indy 500 motor race, Panamericana race





7. HOW THE CONNECTED SUPPORTS THE BRAND

REFEREE WATCH FOR PREMIER LEAGUE

- Specific watch created for our partnership with Premier League
- Only for referees
- Specific referee app





8. FUTURE

- SUCCESS IS REVOLUTIONIZING THE BRAND
 - Additional business
 - New skill to integrate, develop expertise within TAG Heuer
 - New manufacturing resources
- WORK ON NEW GENERATIONS OF CONNECTED WITH
 - More and more TAG Heuer watchfaces
 - New sensors
 - Better independence from the phone
 - Miniaturization

#DONTCRACKUNDERPRESSURE