

# GUESS CONNECT

POWERED BY MARTIAN

## GUESS CONNECT Smartwatch, Powered by Martian Makes Fashion Debut at Mobile World Congress

*Fashion meets lifestyle functionality in smartwatch line designed for men and women*

**BARCELONA, SPAIN – MOBILE WORLD CONGRESS 2015 – March 2, 2015** – GUESS® Watches proudly announces the European debut of its new wearable tech timepiece, GUESS CONNECT. GUESS partnered with Martian Watches™, a California based award-winning developer of fashionable smartwatches, to deliver a multi-function, fashion chic smartwatch line, designed for men and women. Fashioned after its global best-selling style called RIGOR, this boldly styled smartwatch is powered by Martian technology that is updateable and replaceable to keep GUESS CONNECT watches fresh and relevant for years to come.

Distinguished earlier this year as a CES 2015 Innovation Award Honoree, the new GUESS CONNECT watches Powered by Martian, will be on display in the joint Martian Watches/GUESS stand at Hall Congress Square Stand CS124 during the Mobile World Congress 2015 event this week in Barcelona, Spain.

The GUESS CONNECT smartwatches will incorporate Martian's Dual Mode functionality, simultaneously offering voice command functions via Classic Bluetooth while utilizing Bluetooth LE to provide hands-free and eyes-free notifications to the wrist from thousands of popular apps and programs.

By uniquely housing a fully-contained Martian module that sports a microphone and clear audio speaker, the GUESS CONNECT allows users to connect to their smartphone's resident voice command app, so wearers can give voice commands, talk and listen, and respond to texts and emails directly from the watch. In addition, using the free iOS & Android App, users can customize which notifications are received on the watch, create unique vibration patterns to distinguish between alert types, and recall the most recent notifications with just a tap of the watch glass.

“The GUESS CONNECT Smartwatch, Powered by Martian, has already received rave reviews and our customers are anxious to see the blend of fashion and wearable technology that speaks to both our craving for stylish watches but something that meets our busy lifestyle needs. We are excited to partner with a proven technology innovator like Martian to create smart, GUESS designs.

**Cindy Livingston**

President and CEO of Sequel / GUESS Watches

While fashion still drives most watch purchases today, GUESS recognizes the value and importance of also providing smart, high-tech value on the wrists of their young, sexy, and adventurous buyers. The marriage of this fashion powerhouse with a leading smartwatch developer may become the first fashion smartwatch to be distributed through both the worldwide fashion watch channel and the consumer electronic channel.



### CONTACT

ANNIE SANTO, VP Marketing, GUESS WATCHES  
Email: [asantos@sequel-us.com](mailto:asantos@sequel-us.com)  
Phone: 203.523.7298

LISA GRAU, GrauPR (for GUESS WATCHES)  
Email: [lisa@graupr.com](mailto:lisa@graupr.com)  
Phone: 760.207.9090

### ABOUT GUESS WATCHES

GUESS Watches launched its collection in 1983 with a line of men's and women's fashion watches. Consistent with the GUESS image, the ever evolving watches appeal to young, fashion-driven consumers around the world. Constant attention to new ideas and cutting-edge design keep the brand relevant to today's trends. The GUESS Watch consumer is young, sexy, adventurous and incorporates watches as part of their accessory wardrobe. GUESS Watches are sold in over 100 countries through a network of distributors and 20,000 retail points of sale. Sequel AG holds the exclusive distribution rights for GUESS Watches worldwide. Sequel AG is headquartered in Zug, Switzerland with satellite offices in London, Paris, Hong Kong, Toronto, and Norwalk, Connecticut. For more information, please visit [www.guesswatches.com](http://www.guesswatches.com)