

NEW
FASHION
MEDIA



SCAN
SNAP
SWATCH

THE SWATCH APP

Scan, Snap Swatch

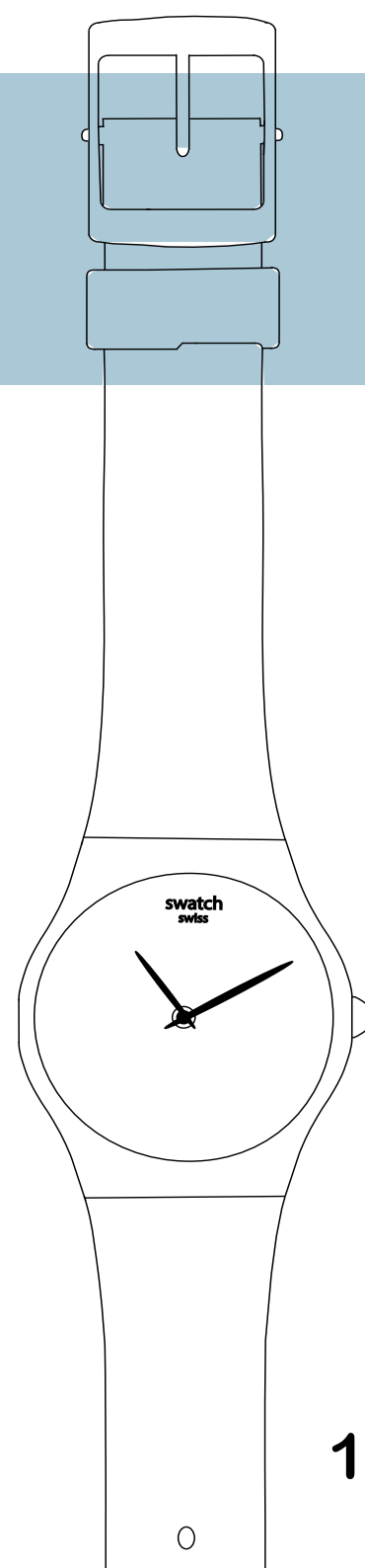
STATEMENT

Swatch is an original thinking brand designing unique, modern, and sophisticated watches for all ages. At Swatch, our watches are created using the latest innovative design technology to develop a product that will excite existing customers and entice a new generation. By using this creativity through design, future generations can come together to share the Swatch experience.

In an ever-increasing market of AI technology Swatch has recognised the need to be one step ahead so has developed innovative ways to engage with both our customers and our watches. Our experience app Scan Snap Swatch has been refined with cutting edge technology and QR codes to create an interactive experience that uses a 360-degree viewer that can scan a digital image of a selected watch onto our customer's wrists. To show how easy it is use the Scan Snap Swatch app we have designed a visual step by step guide.

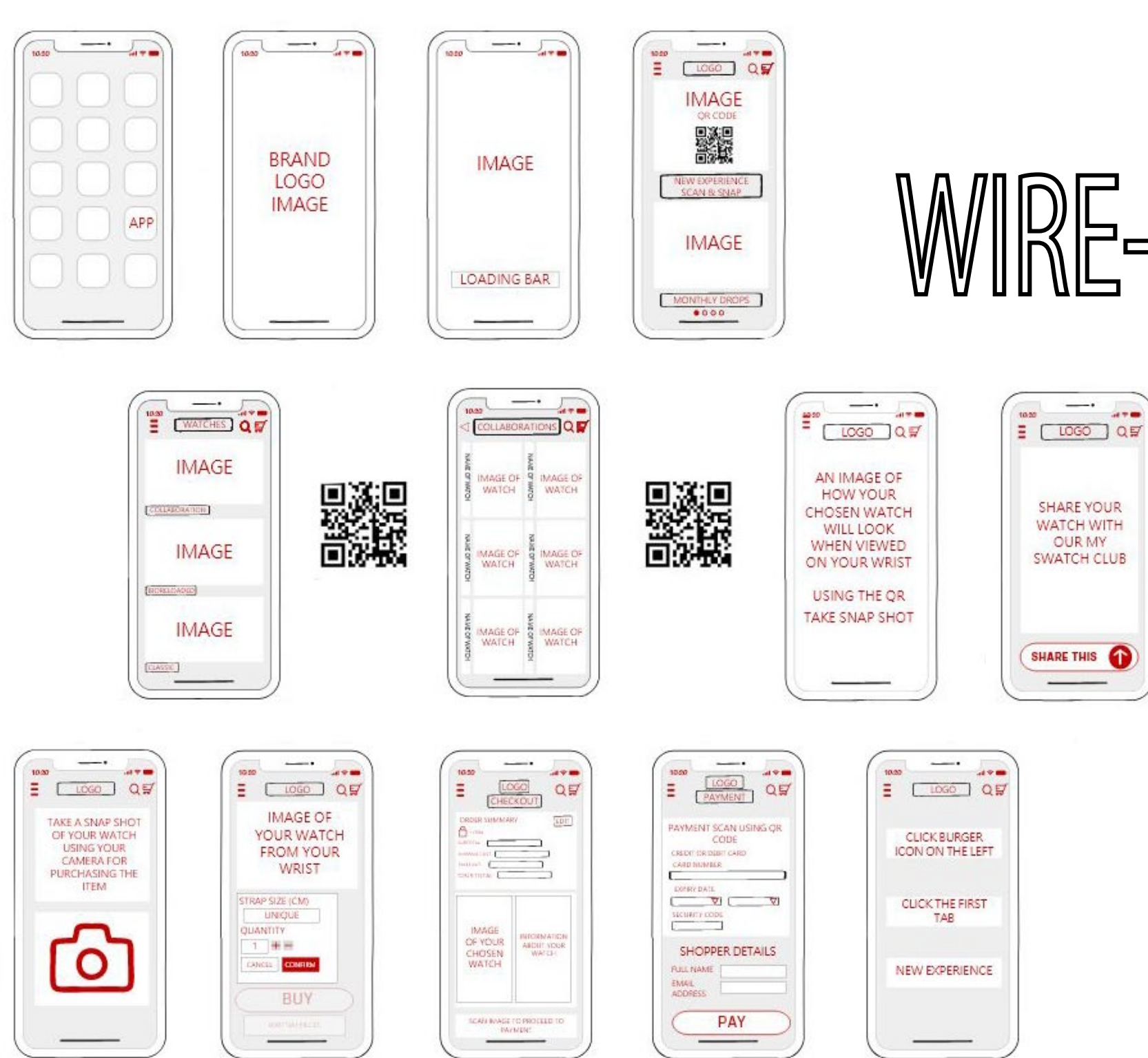
The tech-loving customer can select a product that gives them the freedom to express their own style by designing and creating something unique and original in leather, stainless steel, or even bio-sourced materials. A Swatch watch can be a canvas on the wrist or a statement piece.

MySwatchClub is celebrating its 31st anniversary this year and our product is as strong as ever. In an ever-increasing global market of AI technology, we believe that by using this technology we will enhance a new generation of customer engagement.



1

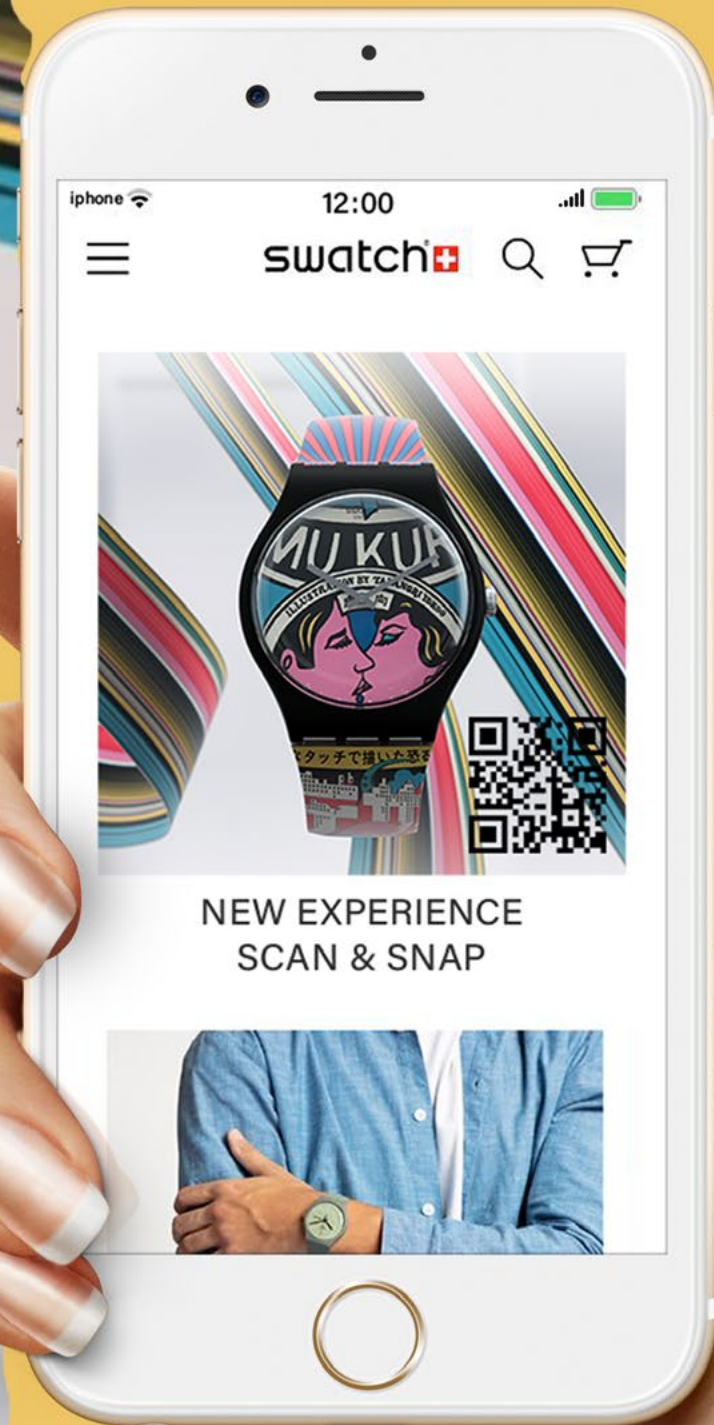
2



WIRE-FRAME

swatch+

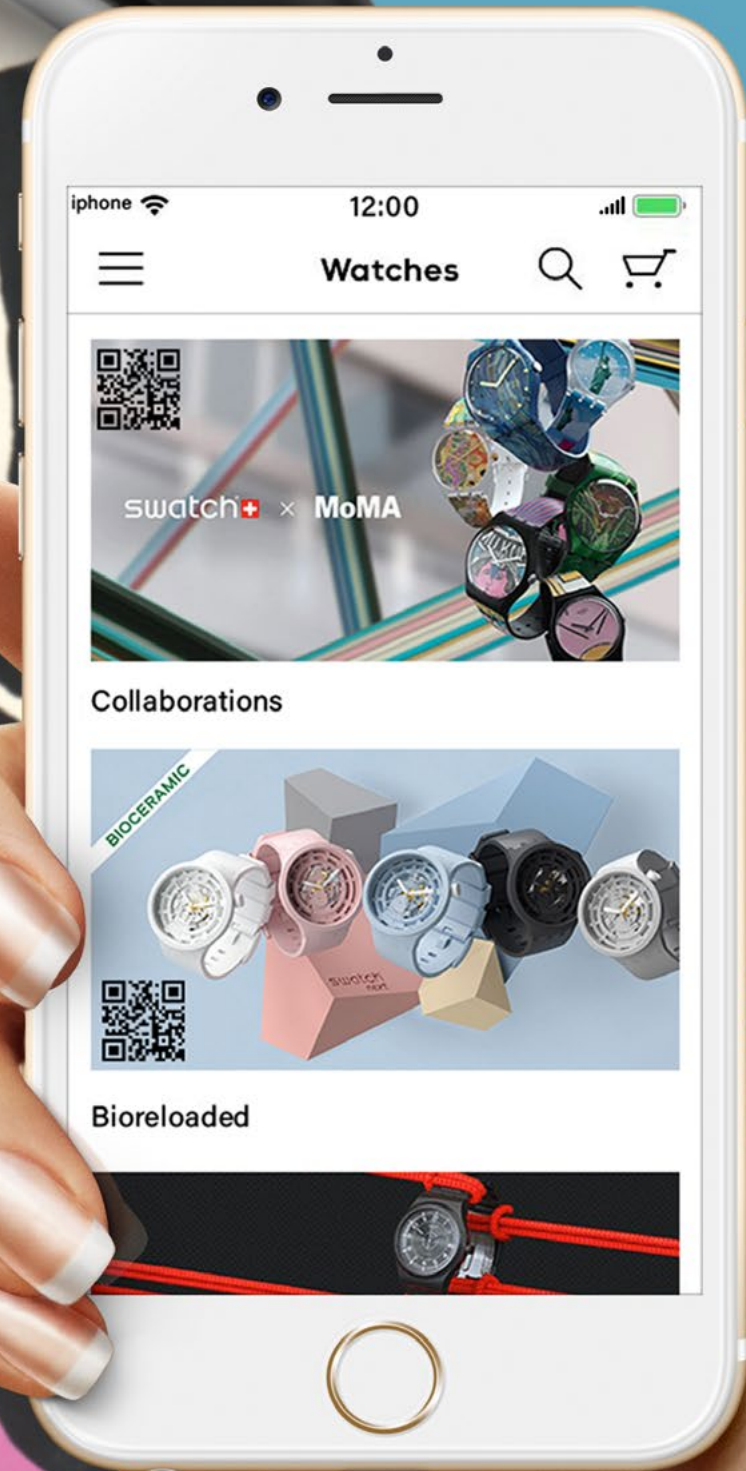




SCAN
THE
IMAGE

swatch+

5



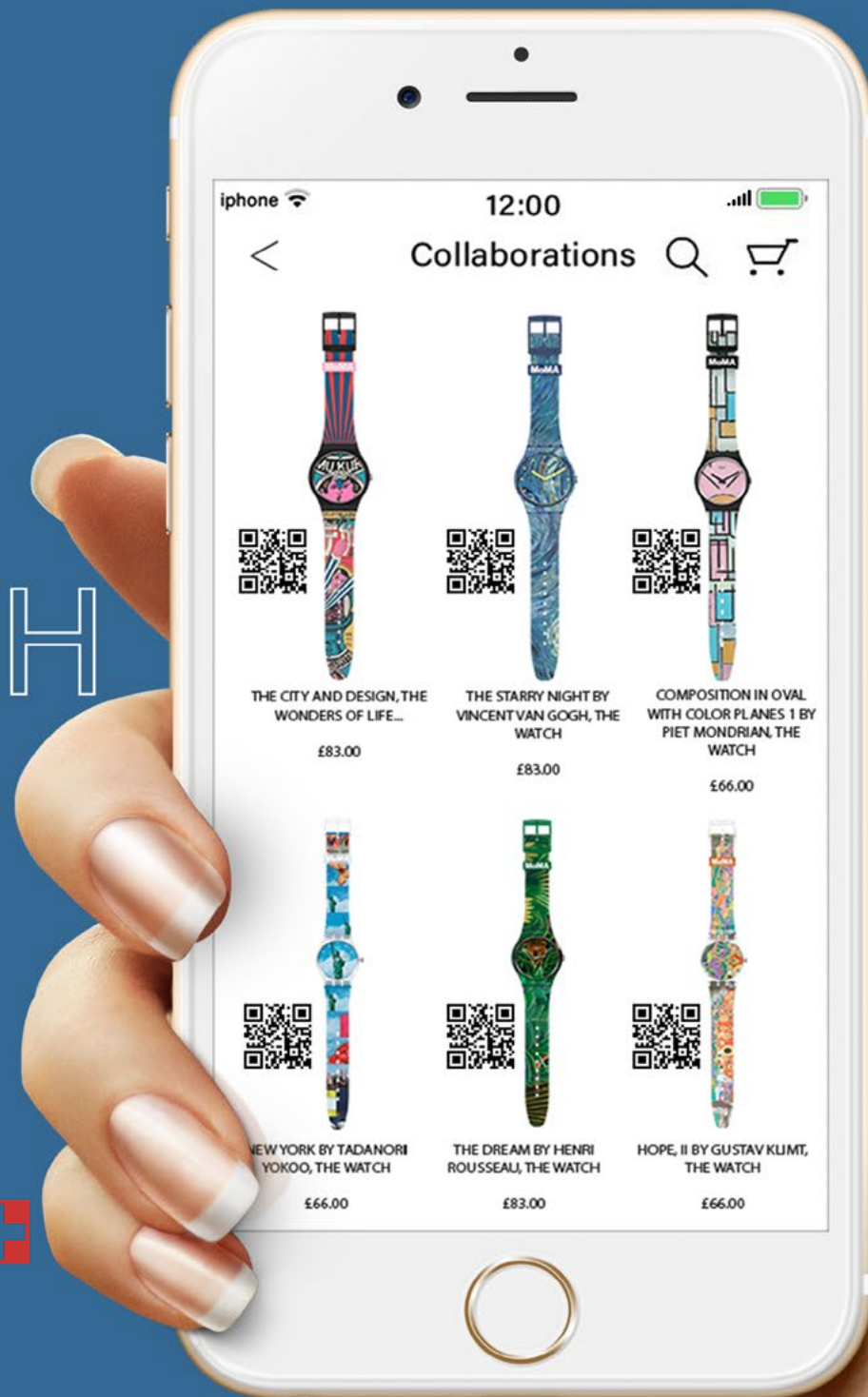
SCAN
COLLECTIONS

swatch+

6

SCAN
YOUR
SWATCH

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7

8

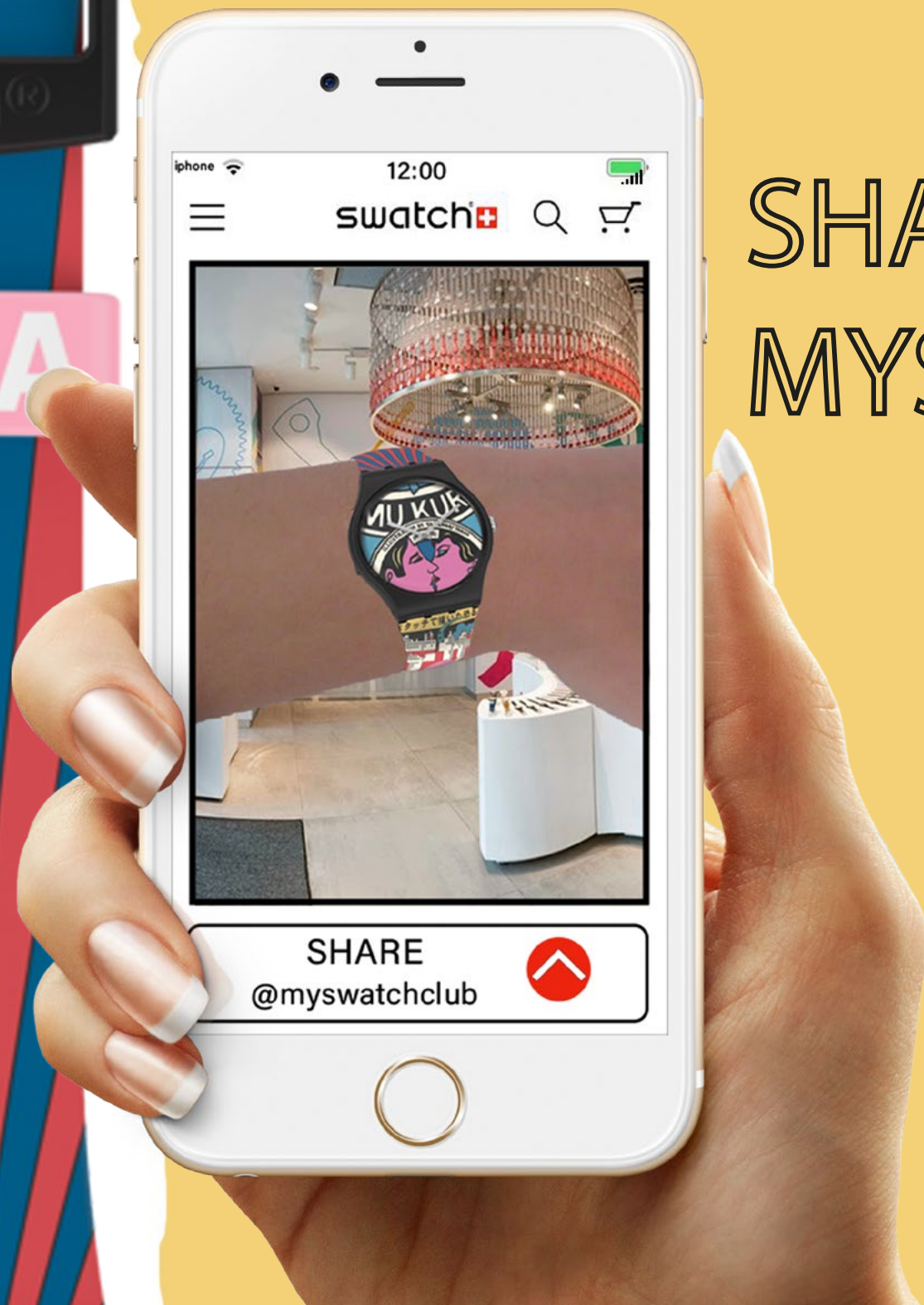


SNAP YOUR
SWATCH

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MoMA



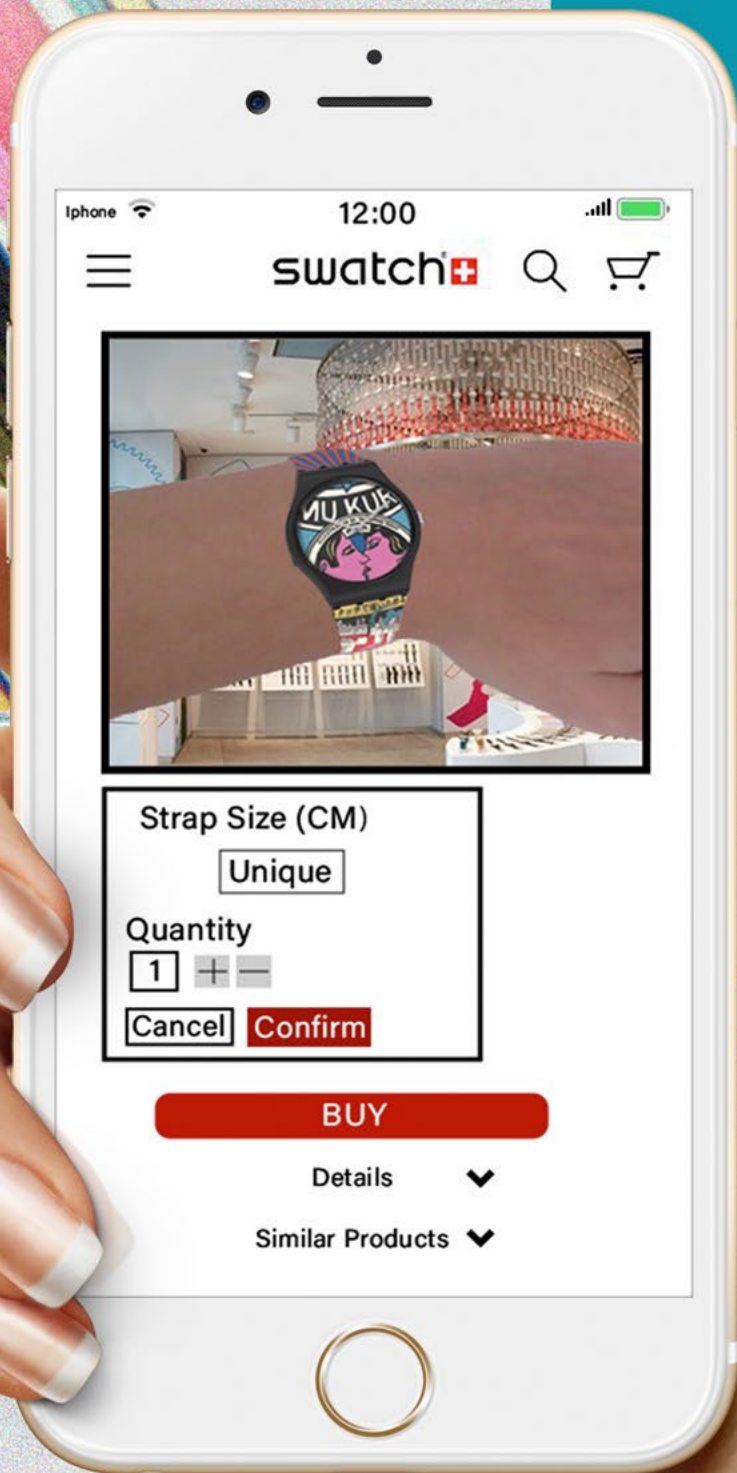
SHARE WITH
MYSWATCH

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TAKE A PIC

swatch+

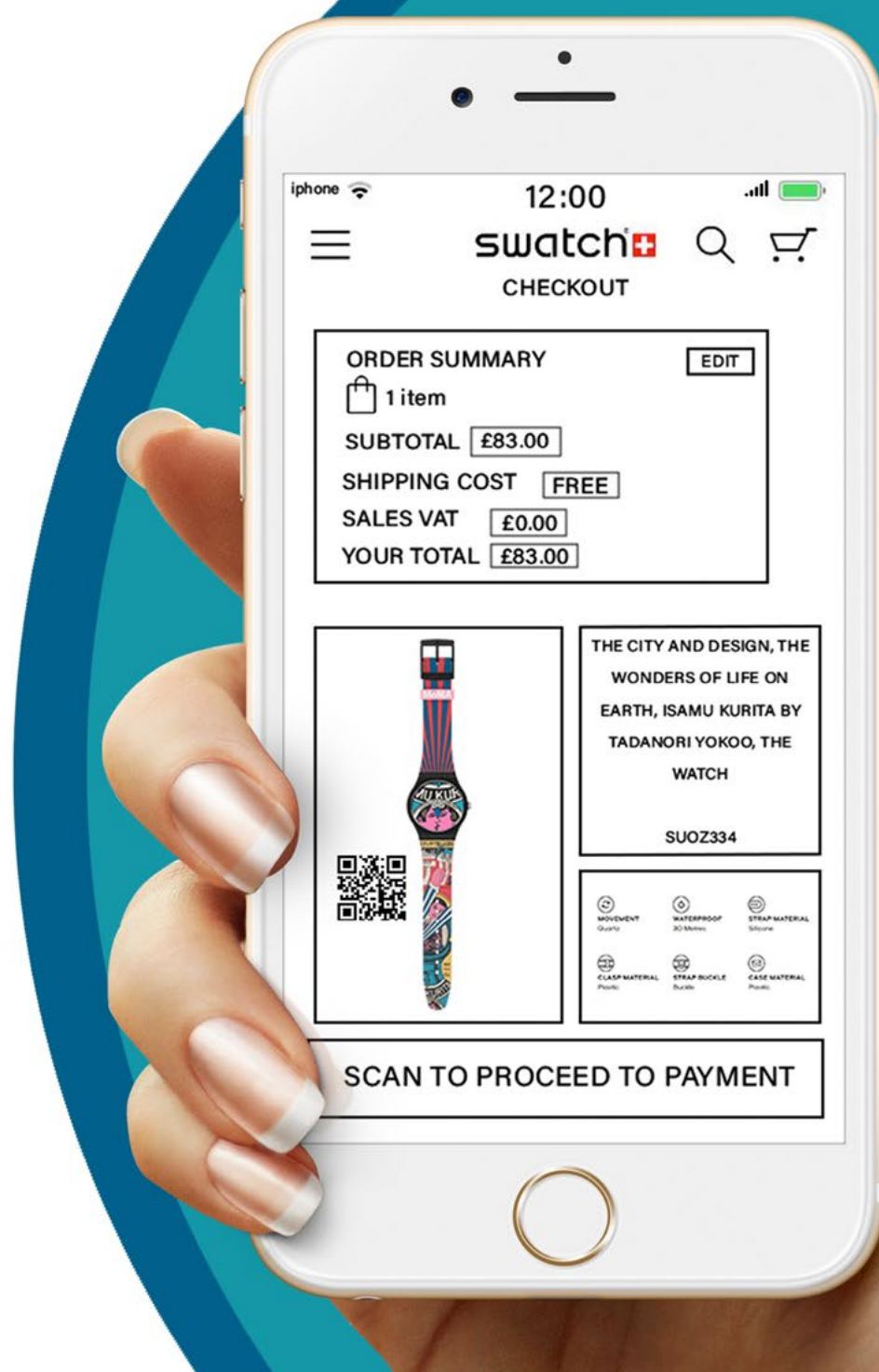


TAP TO
BUY

swatch 

11 12

swatch 



SCAN
PAYMENT





TAP TO
PAY

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13 14

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REPEAT
PROCESS