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HEADLINE: First ever luxury intelligent watch unveiled at the Baselworld, as watchmakers try to get connected.

BASEL, SWITZERLAND (MARCH 18, 2015) (ACTUA PR – ACCESS ALL)

NEWS EDIT

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“Being a jeweler we always been have obsessed by security. So from that jewelry obsession for security we came to the conclusion that the ultimate benefit for our consumer in his daily life was beside having a beautiful object on his wrist, a true Swiss watch, to have also the ultimate data protection which no one never though about.”
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8. VARIOUS OF E-MAGNESIUM WATCH
9. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“What do I mean by that, that unlike the smart watches, which are relaying mobile information, the Bulgari Diagono Magnisium is like a vault on a wrist. Not only does it provide you with the ultimate Swiss precision but also at the same time it protects all your personal data, which can be banking data, which can be traveling data, which can be ID, which today are more and more vulnerable that all people really want to protect.”
10. VARIOUS SHOWING APPLICATION ON MOBILE
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“My personal identity is stored in the watch through a microchip, and its actually cryptographic microchip that means that my identity is encrypted so it cannot be corrupted or stolen by anybody, that is very important as we are really underlining the security aspect of that technology.”
12. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
“On top of that this technology doesn’t need to have additional source of power, means that there is no battery in the watch, its 100% mechanical watch.”
13. VARIOUS OF E-MAGNESIUM WATCH
14. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“Well it’s presented in Baselworld 2015 as a concept because we have only a few, but obviously it’s very advanced concept in the sense that its works perfectly so we still need to find tools to industrialization and we have good hopes that in the 12 months to come we will be commercialized.”

15. VARIOUS OF BULGARI STAND

B-ROLL INTERVIEWS

INTERVIEW WITH JEAN CHRISTOPHE BABIN, CEO OF BULGARI

16. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“Being a jeweler we always been have obsessed by security. Safes we invented centuries ago just to store jewelry and then to store gold and then to store the first shares. Once the stalk markets were born your shares where not virtual, they were paper printed, so from that jewelry obsession for security we came to the conclusion that the ultimate benefit for our consumer in his daily life was beside having a beautiful object on his wrist, a true Swiss watch, to have also the ultimate data protection which no one never though about. And then we came to the idea that how can we combine the ultimate in term of swiss precision with ultimate in term of swiss security. And we decided at this time to partner with WiseKey, so that we found a way to deliver a true service to the Bulgari consumer, which is not only a great watch that allows you to access your most most sensitive data.”
17. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“First, Bulgari doesn’t join the smart watch market, as the E Magnesium Diagono is not a smart watch at all, it’s what we call an intelligent watch using a totally different technology as the smart watches, it’s purely Swiss. In the sense that it’s a true swiss watch first, it’s mechanical manufacture watch and it contains a chip, which is made in Switzerland, which is the ultimate security for watch. What do I mean by that, that unlike the smart watches, which are relaying mobile information, the Bulgari Diagono Magnisium is like a vault on a wrist. Not only does it provide you with the ultimate Swiss precision but at the same time it protects all your personal data, which can be banking data, which can be traveling data, which can be ID, which today are more and more vulnerable that all people really want to protect.”
18. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“Well basically, first Bulgari as a watchmaker is a pure Swiss company, I mean we are manufacturing our movement mechanical, we are manufacturing our cases, our dices. And we have partnered with WiseKey, which is The World leader in data protection and data storage, it’s a swiss company located in Geneva. WiseKey has developed for Bulgari a specific microchip, which is embedded into the watch and this is encrypted, and it’s a personal encryption. So each Bulgari owner has a unique encryption number, which will open an application where all the data are stored in an encrypted way and then they can be backed-up on a cloud that is also encrypted.”
19. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
“I think the paradox has been somehow fixed by Bulgari in the sense that luxury is only compatible with technology as technology evolves very quickly. And obviously when you think about a Bulagri watch, you think about timelessness. So you don’t want the watch to be obsolete after a couple of years. And the beauty

of the Bulgari Magnesium technology that we have moved the obsolete part out of the watch, meaning that what is in the watch, the microchip and the memory it has, is enough to last for decades. Or even if in 10 years we have better microchips, this one will still do its job of encryption key. Conversely the app we have developed which contains the encrypted data, this app can evolve but it's not in the watch, it's on the mobile. So we can move the obsolete sense out of the luxury item, the watch, into a mobile or into a cloud which then can be obsolete because they don't influence directly the watch. So the obsolete sense risk is no longer in the watch and this is what makes the main difference between the Bulgari Magnesium and any smart watch on the market. Because smart watches on the market are all running not the risk, but the certainty of obsolete. This one will never be obsolete."

20. (SOUNDBITE) (English) JEAN CHRISTOPHE BABIN, CEO OF BULGARI, SAYING:
"Well it's presented in Baselworld 2015 as a concept because we have only a few, but obviously it's very advanced concept in the sense that it works perfectly so we still need to find tools to industrialization and we have good hopes that in the 12 months to come we will be commercialized."
21. B-ROLL OF JEAN CHRISTOPHE BABIN, CEO OF BULGARI

**INTERVIEW WITH , WATCH BUSINESS UNIT MARKETING DIRECTOR
NEUCHÂTEL, SWITZERLAND (MARCH 13, 2015) (ACTUA PR – ACCESS ALL)**

22. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
"While one of the key challenges of the new future is how we can protect and safeguard data assets, personal information, confidential information's and how can Bulgari contribute to that. And being Swiss watchmakers the link has been immediate, the watch, the watch would be the key to your vault."
23. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
"That's why at Bulgari we decided to create this concept watch, 100% Swiss, 100% mechanical, 100% luxury, 0% gadget."
24. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
"Let's talk about the technology, we need to underline that the whole technology is Swiss. Actually 100% security. Let's start, my data my personal identity is stored in the watch through a microchip, and it's actually cryptographic microchip that means that my identity is encrypted so it can not be corrupted or stolen by anybody, that is very important as we are really underlining the security aspect of that technology."
25. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
"NFC Technology is Near Field Communication, one of the main advantages is that information to be transmitted from the watch, to the tablet, to the smart phone, you have to be very close one to another. Different to the other technologies like, wireless or Bluetooth technologies, that means it is much more secure. On top of that this technology doesn't need to have additional source of power, means that there is now battery in the watch, it's 100% mechanical watch."

26. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
“The data this personal information, this key data is stored both in the smart phone or tablets, encrypted, meaning that the level of security is maximum, without your personal identification, without your watch you can not read them. And secondly they are saved on the cloud stored in military bunkers located in the Swiss Alps, so useless to say that the level of security is the level of national defense.”
27. (SOUNDBITE) (English) ROBERTO MARINO, WATCH BUSINESS UNIT MARKETING DIRECTOR AT BULGARI, SAYING:
“We call it intelligent watch, because it’s designed to be 100% evaluative. So today we can store personal data, and tomorrow we can think to unlock doors, activate alarm systems, enter social networks, being recognized to enter lounges, VIP lounges, we can activate the warranty of the watch, follow the maintenance services of the watch, the universe is huge, all the digital universe is huge, all the applications are so vast that is just the question of to do it, and to do it very soon.”
28. MARINO EXPLAINING THE PROCESS OF USING THE E-MAGNESIUM

B-ROLL E MAGNESIUM

NEUCHATEL, SWITZERLAND (MARCH 13, 2015) (ACTUA PR – ACCESS ALL)

29. VARIOUS OF E-MAGNESIUM WATCH
30. VARIOUS OF APPLICATION WISEID ON SMART PHONE

B-ROLL BASELWORLD

BASEL, SWITZERLAND (MARCH 18, 2015) (ACTUA PR – ACCESS ALL)

31. VARIOUS OF BRIDGE WITH FLAGS SHOWING BASELWORLD SIGN
32. VARIOUS OF BASELWORLD ENTRANCE
33. VARIOUS OF BULGARI STAND
34. VARIOUS OF WATCHES IN BULGARI STAND
35. VARIOUS OF PEOPLE LOOKING WATCHES, EXHIBITION HALLS

B-ROLL BULGARI MANUFACTORY

NEUCHATEL, SWITZERLAND (MARCH 13, 2015) (ACTUA PR – ACCESS ALL)

36. EXTERIOR OF BULGARI MANUFACTORY AT NEUCHATEL, SWITZERLAND
37. ENTRANCE AREA
38. VARIOUS OF PEOPLE WORKING ON BULGARI PIECES

STORY: Swiss watchmakers are embracing the smart watch trend at this year Baselworld in order to appeal to a new generation of watch lovers.

Baselworld, the world’s most important watch and jewelry show that provides the inspiration for the industry opened its doors on Thursday March 19, welcoming 1,500 brands from 40 countries, as well as 4,000 media representatives.

Overshadowed by release of Apple's smart watch at their conference announcement’s last week, historical horology houses went on full attack at the apex of the year for the watch industry. Even though they were reluctant at the beginning, and preferred

sticking to the tradition and skilled craftsmanship that won them so many customers, brands have realized there is a new market that is opening.

The smart watch market will probably expand to about \$10 billion in 2018 from as much as \$1.8 billion in 2014, stealing customers away from traditional products analysts have forecast.

Many announcements have been made from different manufacturers about their new line of connected watches including the one from luxury brand Bulgari.

The Italian giant will be announcing on Thursday (March 19) a concept watch, first ever intelligent luxury watch 100% Swiss made. They are calling Diagono Magnesium a "Wrist Vault" that guarantees total security of personal data.

"Being a jeweler we always been have obsessed by security. So from that jewelry obsession for security we came to the conclusion that the ultimate benefit for our consumer in his daily life was beside having a beautiful object on his wrist, a true Swiss watch, to have also the ultimate data protection which no one never thought about," said Jean-Christophe Babin, Bulgari's CEO on Wednesday (March 18).

Different from everything the world of so-called connected watches is able to offer, a self-winding mechanical watch incorporates all the codes of luxury, as well as an electronic passport connected to the watch and its wearer, whose confidential data now enjoys total protection.

Bulgari approach has been opposite to some of the brands involved in this play by avoiding being a gadget or a game console, but rather still being a top luxury watch Babin has stressed:

"E Magnesium Diagono is not a smart watch at all, it's what we call an intelligent watch using a totally different technology as the smart watches, it's purely Swiss."

"What do I mean by that, that unlike the smart watches, which are relaying mobile information, the Bulgari Diagono Magnesium is like a vault on a wrist. Not only does it provide you with the ultimate Swiss precision but also at the same time it protects all your personal data, which can be banking data, which can be traveling data, which can be ID, which today are more and more vulnerable that all people really want to protect," he explained.

This veritable intelligent "wrist-vault" is the result of a partnership between the luxury brand and Wisekey, a leading Swiss company in digital security and data storage.

The watch has a cryptographic chip and invisible antenna which, using NFC technology (Near Field Communication) enables to transmit a digital certificate from the watch to the Bulgari Vault application on the telephone or tablet. The watch simply has to be placed near the smartphone which itself is equipped with an NFC chip for the application to be activated. Only the owner of the watch has access to the confidential content that is recorded here with banking level security. To date, NFC technology is the most secure in the realm of data transmission to the extent that it requires that the two devices be very close together in order for them to connect, in contrast to Bluetooth or other wireless technologies.

"On top of that this technology doesn't need to have additional source of power, means that there is no battery in the watch, its 100% mechanical watch," said Roberto Marino, Watch Business Unit Marketing Director at Bulgari.

Bulgari wishes to further evolve the watch in order to be able to unlock the doors to the car or the house, activate the alarm system of the apartment, or make payments in total security in the near future. For now the concept has been produced in few examples but Babin hopes that in 12 months time the watch can be commercialized."