

# SONY

## Press Release

### Express Your Personal Style with "FES Watch U" from Sony



- FES Watch U is made of Active matrix flexible e-Paper
- The style of watch face and strap can be changed with up to 24 design variations stored in the watch
- New designs can be created with FES Watch U app 'FES Closet'
- Japanese craftsmanship and engineering
- Water resistant (The Ingress Protection rating IPX5/IPX7)

**Hong Kong, June 20, 2018** – The 'FES Watch U' from Sony is designed to create new lifestyle experiences by digitizing fashion with personal style. The award-winning 'FES Watch U' is the world's first<sup>1</sup> consumer product made of Active matrix flexible e-Paper, which can show up to 24 design variations<sup>2</sup> stored in the watch. Users can choose designs from featured artists or create their own designs according to their outfits and mood of the day.

Made for fashion-conscious customers, the watch is available in the stylish silver model with mineral glass and the premium black model which has sapphire glass with anti-reflection coating and titanium ion-plating for high scratch resistance. The FES Watch U adds a metal bezel to its minimalist design with the back casing made of 100% stainless steel. The watch is water

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<sup>1</sup> As of June 12, 2017 based on Sony research.

<sup>2</sup> FES Watch U can store up to 24 designs including 12 pre-installed images.

resistant (The Ingress Protection rating IPX5/IPX7) and also can be charged through its supplied watch stand, without the need for battery changes.



**HOMEWORK**  
Full of numbers

**Marcus James**  
SNOWDON

**GASIUS**  
Rubber Neck Dog

**HI(NY)**  
Un-pocket watch

### **Choose Designs from Featured Artists**

Customers can download unique designs from featured artists, creators and designers using the FES Watch U app, and upload the designs to the watch. Designs can be changed at the press of a button.

### **Create Your Own Designs**

New designs can be created for the watch face and strap via the FES Watch U app 'FES Closet, ranging from landscapes, to family portraits, pets or your own artistic creations. Simply upload any image to the FES Watch U app, then use the dial and strap template to choose the orientation and layout.

### **Digital Fashion**

Featuring the minimalist beauty design, FES Watch U won the world renowned iF DESIGN AWARD 2018 and Good Design Award of 2017 in Japan. The FES Watch U is designed to be a fashion item which creates a new lifestyle for you to enjoy any designs with e-Paper of the watch.

### **Change Style**

The style of the watch face and strap can be changed with 24 different designs stored in the watch. Simply with the touch of a button, you can change the design every day to match your outfit or mood.

### **e-Paper**

The entire watch is made with a single piece of Active matrix flexible e-Paper, which is thin, light, and bendable, enabling customers to enjoy its uniqueness. The e-Paper consumes no electricity in standby mode and allows the design pattern to stay on.

### **Japanese Craftsmanship**

Every FES Watch U was made in Japan precisely by Japanese engineering and craftsmanship, starting from fully-customizable e-Paper to a stainless steel case and buckle.

Under Sony's Seed Acceleration Program (SAP), FES Watch U is an item of Fashion Entertainments which creates new experiences by digitizing fashion. SAP seeks to accelerate startups and to deliver further innovation.

FES Watch U from Sony will be launched from July 6, 2018 at HK\$4,490 (Premium Black Model FES-WA1/B) and HK\$3,490 (Silver Model FES-WA1/S) respectively.

### **Pre-order**

From June 22 to July 4, 2018, FES Watch U will be available for pre-order at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2345-2966.

### **[View FES Watch U video](#)**

The FES Watch U webpage can be browsed [here](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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