



PRE-BASEL PRESS RELEASE for immediate release

Alpina launches the outdoors Smart Watch AlpinerX declined in four customized designs conceived by Kickstarter backers



Geneva, January 11th, 2019 - After the great success of the launch of AlpinerX on the Kickstarter platform in 2018, with over 3'000 ordered watches, Alpina is proud to launch in 2019 the four most successful designs chosen by Kickstarter Community Members. The backers had the chance to design their own watch among over 11,000 options on the dedicated configurator.

The new AlpinerX smart outdoors watch uses advanced measurement functions benefiting from environmental sensors such as the new heart rate monitoring, UV, temperature, altitude, pressure, north direction.

Conceived for outdoor enthusiasts, the watch uses the dedicated AlpinerX companion application, available for iPhone or Android: it tracks your heart rate while exercising, records and analyses your sleep patterns and notifies missed calls and messages and enables you to easily configure the parameters of your watch. The new companion app has been revisited in order to have an easier overview of all your data via a dedicated dashboard.

Each function is measured in real time by the watch and streams data to the user's smartphone to analyze activity and identify areas for improvement while allowing the AlpinerX to receive smartphone notifications on its digital screen.

The AlpinerX has been carefully conceived and designed in our manufacture in Plan-Les-Ouates, Geneva. With its sporty and powerful look, its quality materials and refined details, the AlpinerX makes a strong statement and quite simply, a cool timepiece to wear.



The case is made from glass fiber with a steel case-back, which is very lightweight and comfortable on the wrist. It allows its wearer to enjoy the watch anywhere, in the office or while performing intense sports activities, without being bothered by a heavy timepiece.

With its beautiful curves and sporty design, the watch can easily match any lifestyle and become the ideal day-to-day companion.

Moreover, the AlpinerX is an enduring watch as it is both shock-resistant as well as water-resistant – making it the perfect match for any outdoor adventure.

Suggested price: starting at 895 CHF

ABOUT ALPINA

THE ORIGINAL SWISS ALPINE SPORTS WATCH MANUFACTURING SINCE 1883

Alpina, famous for its red triangle signature representing the renowned Matterhorn mountain, is a fine Swiss watchmaking manufacture based in Geneva, Switzerland that has been founded in 1883 by a group of passionate watchmakers.

A true pioneer of the Swiss watchmaking industry, Alpina has been the source of numerous patents and innovative calibers inventing the concept of the Swiss sports watch as we know it today, with the birth of its legendary Alpina 4 in 1938.

Faithful to its long tradition of innovation, in 2015 Alpina introduced the first connected Swiss Made Horological Smartwatch, thereby creating a new watch category in the Swiss luxury sports watch industry operating with the greatest precision and reliability in the most demanding sporting environments, like the Alps.

Since 2016 Alpina has been the official watch Supplier of the French Ski Federation and has announced a renewal of its partnership until 2020.

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