



**Introducing:
Sony SmartWatch 2**

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Sony SmartWatch 2: An introduction



It's common knowledge that Sony developed the first truly wearable tech, WALKMAN (the TPS-L2 in fact, in 1979). It's perhaps less so that back in 1994 it was Ericsson (soon to be Sony Ericsson), engineers, who invented Bluetooth™ and in the years since, we have released a long line of Bluetooth™ accessories to help users get the best possible audio and visual experiences with their smartphones.

Sony even launched the very first “smart” Bluetooth watch in 2007 – long before the current buzz for intelligent wrist wear.

Wearable tech is in Sony's DNA and Sony SmartWatch 2 is the next milestone in that part of Sony's story.

This review guide is designed to help you (media and bloggers), quickly understand and make the most of the key features. We also provide some quick, easy to use assets which you are free to use as you like.

A wireless second screen for everyday life

A typical smartphone user reaches for their phone **more than 100 times a day** to read messages, check the time, view and make social media updates, use their favourite apps, take photos and play music.

Sony SmartWatch 2 is designed to address this need by offering a convenient touch screen device that removes the need to remove your phone from your pocket or bag.

It's a second screen, **extending existing phone functionality** by using NFC and Bluetooth connectivity. Use it as a multi-functional watch, notifier, Android app interface and phone remote control, all-in-one.

The second screen approach offers many new benefits by turning SmartWatch 2 into both an always-on standalone smartwatch, and an extension for an ecosystem of optimised apps in everyday situations. For instance, you can check text messages, social media notifications or even track your fitness and performance as you run – all from your wrist.



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Simple NFC connectivity and openness on Android

SmartWatch 2 is designed to make it as easy as possible for a user to stay on top of life. It features Sony One-touch functionality using NFC technology to provide an easy connection to any Android smartphone (as long as it features Android 4.0 - Ice Cream Sandwich - or later). Care has been taken NOT to make SmartWatch 2 exclusive to only Sony handsets. Everyone (or at least every Android user) can use it.

As an example of how Sony's NFC companion product ecosystem is designed to work, try using one-touch connectivity to connect a compatible Sony Bluetooth headset such as the SBH52 to a smartphone that is paired with SmartWatch 2. You're then set to make or take calls using SmartWatch 2 in beautiful HD audio.



And in the same spirit of openness, you'll find plenty of **compatible apps**. Sony SmartWatch 2 is the only smartwatch on Google's open developer platform - meaning a vibrant ecosystem of developer support. There are currently more than 300 compatible SmartWatch apps available on Google Play (apps designed for the previous generation of the Sony SmartWatch will function normally, but the higher resolution screen on SmartWatch 2 means that there's a band of black pixels around the outside of the app). Of these, more than 45 are already fully optimised for SmartWatch 2 (including the new screen resolution) with many more on the way through our well-established developer relationships.

How to pair the SmartWatch 2 with an Android phone:

1. Ensure you have the latest version of Sony's SmartConnect Android app (available via Google Play)
2. Touch the NFC logo on the back of the SmartWatch 2 to the NFC logo on the back of your Xperia™ smartphone (note – you do not have to turn SmartWatch 2 on for this to work).
3. A pop up will appear prompting you to download the SmartWatch 2 application, just accept this and the download the application and load the software onto the smartwatch.
4. Once this is complete, SmartWatch 2 will re-start and you will be paired.

If you do not have an NFC enabled smartphone you can still pair using the traditional Bluetooth method. The SmartWatch 2 will go into pairing mode as soon as you turn it on.

A watch icon appears in the phone notification bar to show your phone is paired and connected. Pull down the notification bar and open the SmartWatch 2 app. You can now download all the applications you want onto the device from the Google Play Store or check out Sony's SmartConnect app for recommended extensions. For more info on getting started, **[check out this video](#)**.

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Discover what SmartWatch 2 can do

Once paired with an Android smartphone you can trial SmartWatch 2 by tapping and swiping through apps.

Out of the box SmartWatch 2 comes with a number of apps ready to install – these will be suggested through Sony's SmartConnect application (and available through the Google Play Store) and include:

- Call handling (answer, reject, mute, volume handling)
- Missed call notification
- SMS/MMS
- Email
- Gmail
- Facebook
- Twitter
- Slideshow

Using the SmartConnect application users can also search by category (games, lifestyle, communications, productivity etc.) for extensions.

Check out some of the early third party apps like **AutoLock**, which locks your phone when SmartWatch 2 is out of Bluetooth range, the multi-purpose notifier **WatchIT**, and Sony's **Find Phone app** which uses SmartWatch 2 as a remote to make your phone beep and vibrate so you can quickly and easily find it.

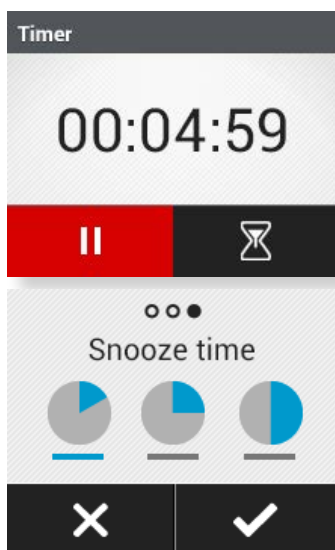
These apps are just the beginning. Sony is building more applications, as well as working with third party developers, to produce even more exciting new apps for consumers to get their hands on for Sony SmartWatch 2.

A vibrant developer community

Sony is constantly rolling out new apps for the SmartWatch 2, to find out the latest new releases follow us [@sonymobilenews](https://twitter.com/sonymobilenews) and check out the [blog](#).

Developers interested in extending their apps for use with the SmartWatch 2 should visit developer.sonymobile.com and check out the **"Stand Out"** developer promotion on developer world.

Standalone capabilities



Whilst some SmartWatch 2 applications will require you to be connected to an Android smartphone in order to run, there are a number of apps that will run on the SmartWatch 2 as a **standalone device**.

Specifically, users can:

- Read previously received notifications (these are stored on the SmartWatch 2 so are available whether or not the device is connected to a smartphone)
- Tell the time
- Set and unset alarms
- Change local settings (including watch faces)
- Use the SmartWatch 2's timer app
- Use the screen as a flash light

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Designing SmartWatch 2: Smart, sleek and great in any weather



With SmartWatch 2, Sony continues to introduce ground breaking design. A sleek aluminium body shows off the transfective sunlight readable 1.6 inch, 220x176 pixel TFT LCD screen, and the signature aluminium power button consistent with the Xperia range.

The design sits (by default) on either a stainless steel or black silicon wrist band that can be personalised or swapped with any 24mm strap. Furthermore Sony offers wrist strap variants in 5 colours of silicon (black, yellow, turquoise, purple, pink) and two in leather (light brown and black) as optional extras.

SmartWatch 2 continues the Xperia range's water and dust resistant features with an IP57 rating, meaning it's protected against dust and can be kept under one metre of fresh water for up to 30 minutes. So whilst it's not going to be a diving companion, users are perfectly safe whilst washing hands, exercising or getting caught in the rain. As with the current range of Xperia smartphones, the device also features wet finger tracking to ensure you can use the screen without glitches when it's wet.

What is a transfective display?

Transfective = Transmissive + Reflective. It is a technology initially developed for digital LCD watches to help make them more readable in bright sunlight. In SmartWatch 2, the transfective display incorporates reflective elements which a) make for far better sunlight viewing, and b) simultaneously reduce the need for a backlight, thus saving battery.

IP ratings for phones:

IP ratings are made of two numbers the dust rating (0 – 6) and the water resistance rating (0 – 8)

For more on IP ratings, check out the [Wikipedia IP Rating chart](#)

Try this out:

If you want to demo the water resistance simply splash water on SmartWatch 2 or run it under a light running tap as you wash your hands. Without wiping off the water start using SmartWatch 2 as normal.

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Brilliant battery life

We've talked to our consumers to ensure that SmartWatch 2 is a highly-functional yet beautiful extension of their smartphone, not a watch-gadget overloaded with rarely-used features.

This understanding of simplicity and attention to detail – like the single core ARM-Cortex-M4, 180MHz processor – means that the battery in Sony SmartWatch 2 can easily handle the tasks you need it for, without wasting its juice on a massive array of sensors.

A typical smartphone user will get three to four days battery life from SmartWatch 2

To charge, connect a standard micro USB cable, just like you would your Android smartphone, and plug into the wall or your laptop. It will be back to full power within a couple of hours.

How has battery life been improved?

One of the most consistent pieces of feedback Sony has had from its previous SmartWatch is that people really don't want to have to charge their devices every day. With this in mind, a lot of the features in SmartWatch 2 are designed to do away with the daily charge. There are no battery draining extra sensors (apart from the accelerometer) and they haven't gone for a super hi-res screen. This, in turn, allows for the use of a very efficient processor and, when combined with the transfective display has allowed extended battery life of up to four days.

Summary:

Sony SmartWatch 2 is a smartwatch **unlike any other**. Here are the five things Sony thinks you need to know:

1. It's the major milestone in seven years' development, from the very first smartwatch concept to today, it incorporates learnings from three generations of customer feedback and Sony is confident that it is far more in-tune with what the market wants than other offerings in this space.
2. It's a product focussed on doing its job well – extending the Android smartphone to the wrist on a highly-wearable second screen
3. This means a streamlined spec, resulting in improved battery life so you don't need to charge it every day
4. It is by far the most openly accessible smartwatch on the market and the range of apps also make it the most versatile
5. It's weatherproof – the screen is sunlight readable and water resistance means you can use it in the rain

Combine all these factors with the design approach of our ground-breaking Xperia smartphones and you have a smartwatch that truly harnesses the innovation of the Android developer ecosystem, that can go anywhere with you, and look great whilst you're there.

We hope this guide helped you to understand a little more about the smartphone and saved you some time when creating your review.

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Assets for you to use:

We want to help you create rich engaging content when you review SmartWatch 2 and as part of our commitment to making your lives as easy as we can we've included a series of images that illustrate key elements of the smartwatch. These are all free for you to use at your discretion and are listed here:

Asset Type	Description	Link
image	NFC connectivity lifestyle shot	http://bit.ly/16F8uwv
YouTube Video	Getting started	http://bit.ly/1bdkvyg
image	Screenshot: Call handling app	http://bit.ly/16OPJaQ
image	Screenshot: Answer app	http://bit.ly/1fusNqF
image	Screenshot: Missed call app	http://bit.ly/18v98PR
image	Screenshot: SMS app	http://bit.ly/1futctl
image	Screenshot: Email app	http://bit.ly/18v9F4a
image	Screenshot: Facebook app	http://bit.ly/1eMp0Uc
image	Screenshot: Twitter app	http://bit.ly/19FcrnH
Image	Product: Analogue watch face	http://bit.ly/1bcKNAz
image	Screenshot: Set alarm	http://bit.ly/1h8q4yH
image	Screenshot: Timer app	http://bit.ly/1dNWnmP
image	Product: Water resistance	http://bit.ly/15zlg4q

