



UNDERSTANDING TOUCHSCREEN SMARTWATCHES

FOSSIL
GROUP

OVERVIEW

Touchscreen smartwatches will change the way you think about your watches by keeping you connected while simplifying your life.

In this guide, you'll learn about our touchscreen smartwatches, the Wear OS by Google™ app and how to determine if a touchscreen smartwatch is the right fit for your guest.

Ready to become a touchscreen smartwatch expert?

Let's begin.

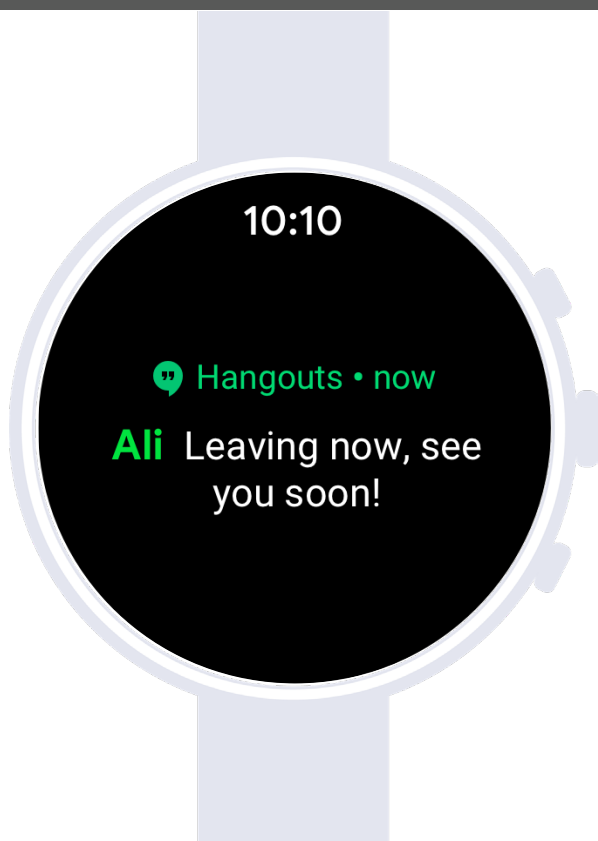




Wear OS by Google

TECH MEETS STYLE

Say hello to our touchscreen smartwatches, powered with Wear OS by Google. No matter which brand you select, our touchscreen smartwatches will keep you connected while making your life a little easier and more organized. When introducing the touchscreen smartwatch to a guest, highlight the standout features below.



NOTIFICATIONS

STAY CONNECTED IN STYLE

Check incoming messages, calendar alerts, local weather, to-do lists, control your music, and more - right from your wrist. No need to pull out your phone.

GOOGLE FIT YOUR FITNESS PARTNER

Google Fit automatically tracks steps, distance, and calories burned right from your wrist. Want to start a workout or track your heart rate*? Google Fit has you covered.



*SELECT BRANDS AND STYLES ONLY

GOOGLE ASSISTANT YOUR OWN PERSONAL GOOGLE

View personalized help throughout your day like weather, your next meeting, and commute times. Use voice commands to ask Google for additional help like setting an alert or searching the web. You can also hear Google Assistant responses on devices with a speaker.

How do you say hello in Korean?

Will I need an umbrella today?

Show my emails from Justin.

Set an alarm for 6:00AM.

Find a hotel in New York.



GOOGLE PAY** PAY ON THE GO

Pay from your watch in select countries wherever mobile payments are accepted. Set up your card in the Wear OS by Google app and begin checking out faster—no need to dig for your wallet.

ADDITIONAL FEATURES INCLUDE



CONTROL YOUR MUSIC

Stream or download
music right on your watch



CUSTOM WATCH FACES

Change your dial to match
your mood or outfit



GOOGLE PLAY STORE

Download apps and watch
faces right from the watch

*SELECT BRANDS AND STYLES ONLY

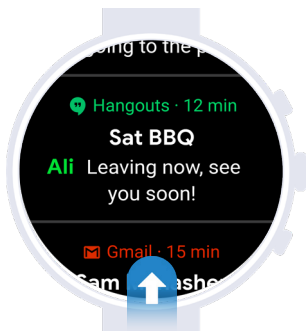
**AVAILABLE IN SELECT MARKETS ONLY

KEEP EXPLORING

Want to dive deeper in each of the standout features? Need to brush up on touchscreen smartwatch navigation? Continue exploring the touchscreen smartwatch below.

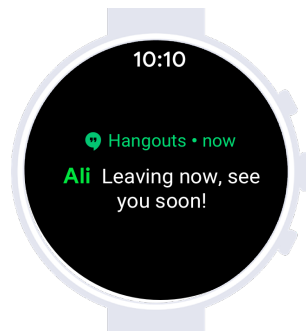
NOTIFICATIONS STAY CONNECTED IN STYLE

Notifications from your smartphone instantly appear on your smartwatch. Navigating and interacting with these notifications is similar to what you'd experience on your smartphone.



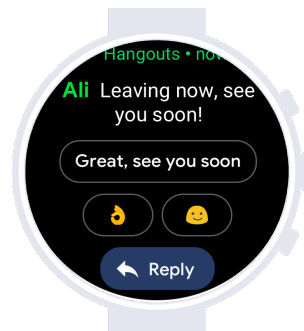
BROWSE ALL NOTIFICATIONS

Swipe up from the dial to browse multiple notifications at once



RECEIVE A NOTIFICATION

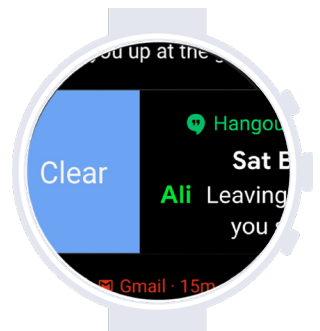
Tap to view the full message



READ AND TAKE ACTION

Tap and swipe up or down to read a more detailed view. **Tap** the screen to select a smart reply.*

**Android devices only*



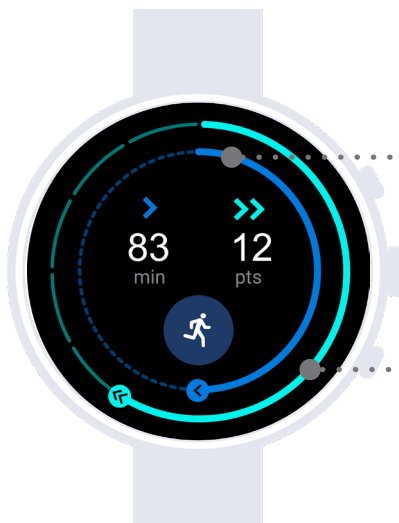
DISMISS A NOTIFICATION

Swipe right or left



GOOGLE FIT STEPS, HEART RATE & MORE

Google Fit will automatically detect walking, running, and biking using your phone or watch sensor, or you can also choose to start a workout from a wide range of activities. Google Fit goes beyond steps and calories and shows real-time progress toward two activity goals that impact optimal health.



MOVE MINUTES

Earn Move Minutes for all your physical activity. Move Minutes reflect the collective number of minutes you spend in motion during the day.



HEART POINTS

Heart Points give you credit for activities that get your heart pumping harder. Earn one Heart Point for moderately intense activity and two points for highly intense activity. It is not dependent on the heart rate sensor.

HEALTH & FITNESS FEATURES

Our touchscreen smartwatches feature additional fitness features making them the perfect companion for the fitness-minded guest.



HEART RATE

Heart rate tracking will keep you motivated and on top of your goals. Whether going for a run outside or hitting the gym, you can automatically track heart rate across multiple types of exercises with Google Fit.

Curious what your heart rate is right now? Ask Google Assistant for your current heart rate at any time for a real time reading.

NOTE: For best results, take readings when watch is tightened higher on the wrist and used with a silicone strap.



UNTETHERED GPS

Track walks and runs via Google Fit without having to bring your phone along. Your watch will automatically map and track your location and distance during logged workouts. It also works with enabled third-party apps like Runtastic or Runkeeper.

TIP: For the ultimate phone-free experience, use your compatible third party app and download music directly to your touchscreen smartwatch, pair your Bluetooth headphones to the watch, and go for a run or ride with full music and tracking experience.



SWIMPROOF

If you're hopping in the shower after a workout, your watch can come with you.

Spending the day poolside? Your watch can join you. No need to towel off and check your phone to see notifications!

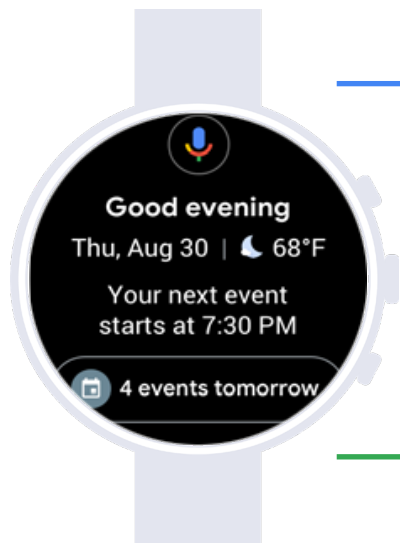
Track laps and swim workouts on your watch with a third party swim tracking app of your choice.



GOOGLE ASSISTANT

YOUR OWN PERSONAL GOOGLE

Google Assistant is the fastest way to view personalized help throughout the day, create reminders, talk to third party products like Nest, or simply have a question answered. With just a few words you can manage your tasks like getting a reminder to pick up flowers, find out who won the game last night or start a run. Simply say "OK, Google" or swipe right to get started.



LOOK UP COMMUTE TIMES

VIEW UPCOMING MEETINGS

CHECK YOUR FLIGHT STATUS

VIEW THE WEATHER

TRACK YOUR PACKAGES

ASK FOR ADDITIONAL HELP



TECH THAT TALKS BACK*

Hear responses from Google Assistant with the built-in speaker on select devices.



GOOGLE PAY**

PAY ON THE GO

Pay from your watch wherever mobile payments are accepted - no need to dig for your wallet. See how easy it is to pay on the go below.



1 Open the Google Pay app on your touchscreen smartwatch



2 Twist your wrist to turn your watch face near the terminal until you feel a vibration



3 That's it! A blue check will confirm your payment

*SELECT BRANDS AND STYLES ONLY

**AVAILABLE IN SELECT MARKETS ONLY

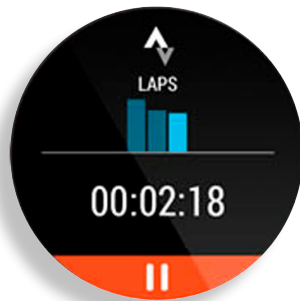


GOOGLE PLAY STORE

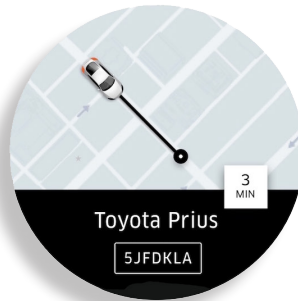
APPS, WATCH FACES & MORE

Download apps and watch faces for your touchscreen smartwatch right from your wrist, from your Wear OS by Google App on your Android smartphone, or from your browser on your iPhone. Access the Google Play Store app from the app launcher, with just the press of the center button.

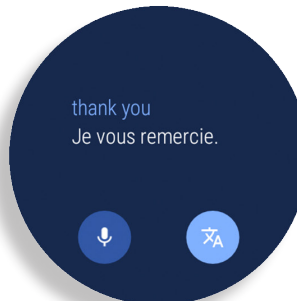
CHECK OUT THESE POPULAR APPS AND MORE IN THE GOOGLE PLAY STORE



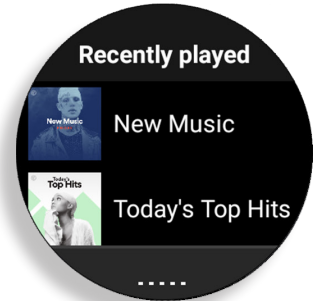
STRAVA



UBER



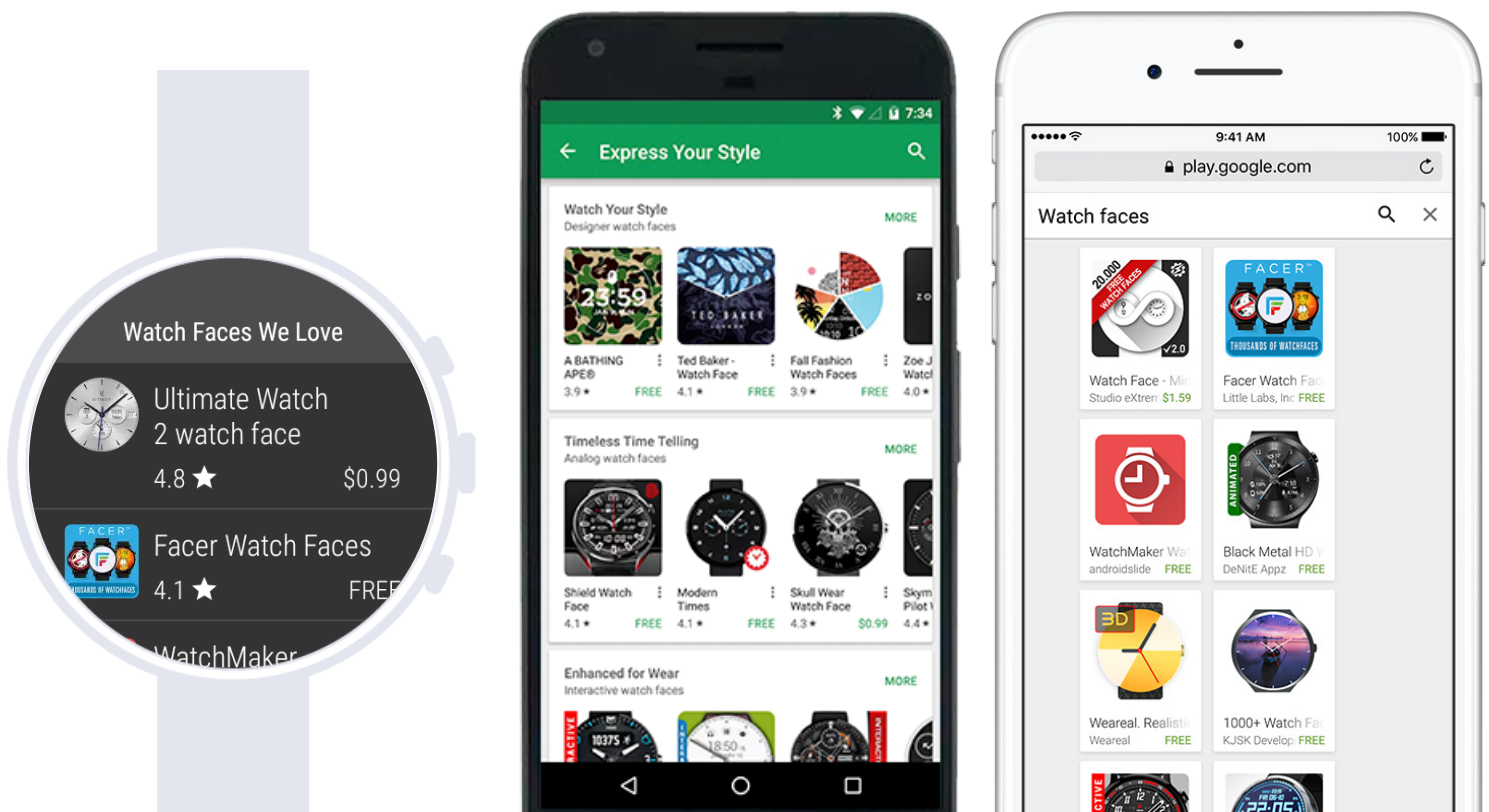
GOOGLE
TRANSLATE



SPOTIFY

DID YOU KNOW?

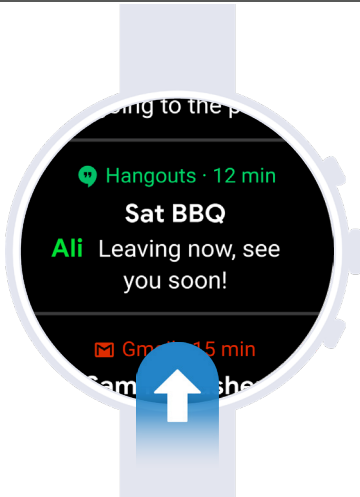
Access and download thousands of watch faces from the Google Play Store, right from your smartwatch or Android smartphone or iPhone. Simply tap on the watch face to apply it on your smartwatch.



TOUCHSCREEN SMARTWATCH NAVIGATION

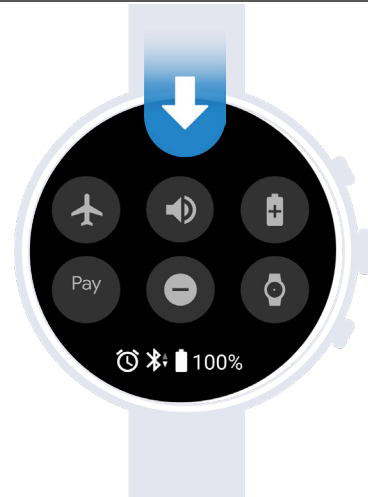
Access the features that matter most with a simple swipe up, down, left, or right. Press the three side buttons or long-press the dial to quickly access additional features.

Let's review the main features and navigation shortcuts below.



MANAGE NOTIFICATIONS

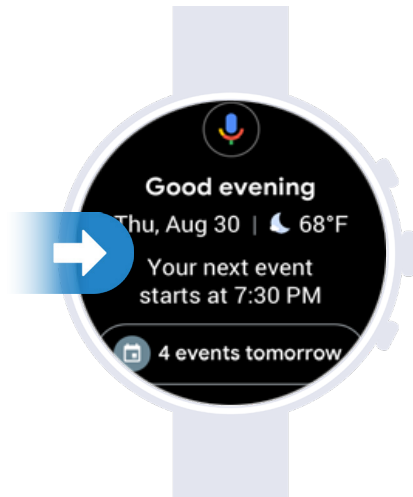
Swipe up to view all of your notifications at-a-glance with one scroll. View messages, calendar alerts, app notifications, and any other notification that appears on your phone.



QUICK SETTINGS

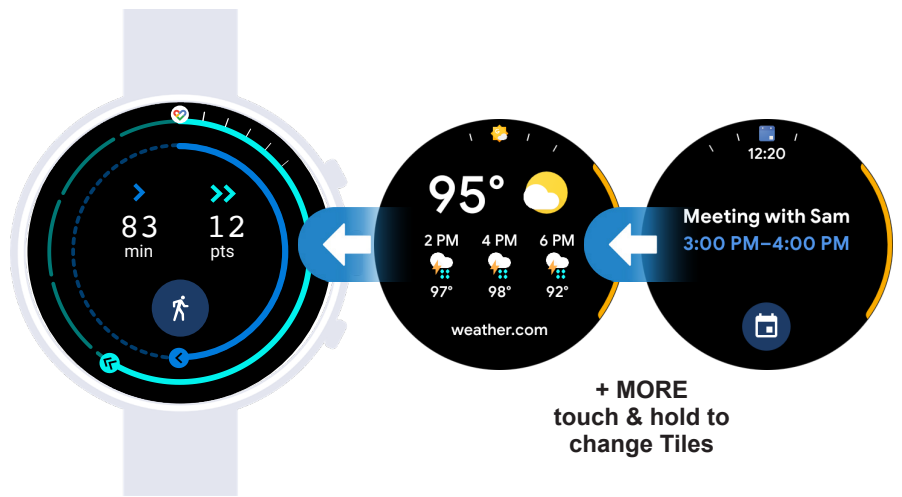
Swipe down to quickly access settings like Do Not Disturb, Airplane or Theater Mode, Battery Saver, Google Pay*, and more.

**Select styles and markets only*



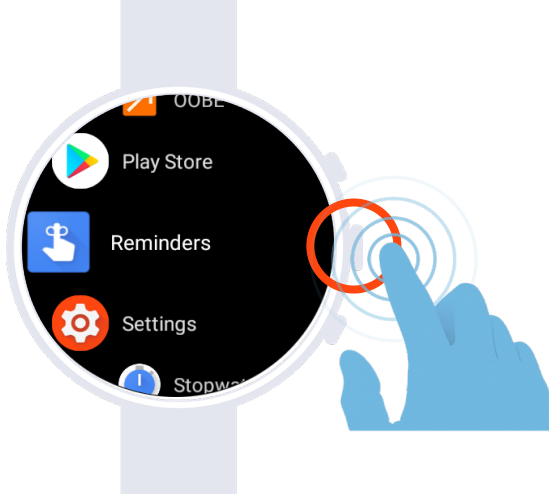
GOOGLE ASSISTANT

Swipe right to activate Google Assistant and view personalized, proactive help throughout your day (e.g., your next meeting, today's weather, etc.). Tap the microphone or say "OK, Google" to ask for additional help.



GOOGLE FIT + OTHER TILES

Swipe left to access the information and actions you want the most, at a glance. Check your progress towards your fitness goals, start a workout, plan ahead with the latest forecast, check your heart rate, follow the latest breaking headlines, and even quickly set a timer.



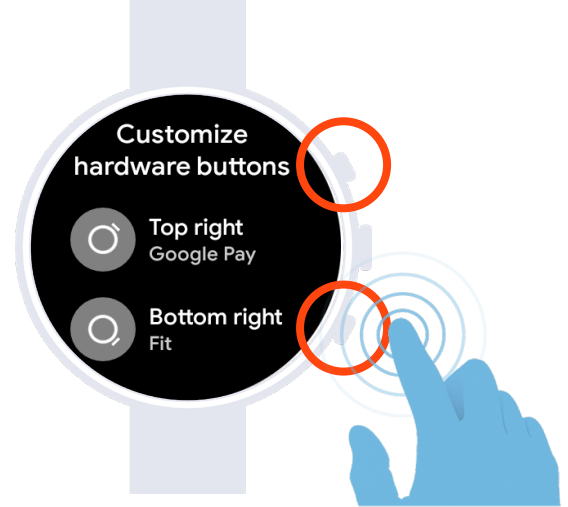
APP LAUNCHER (& MORE)

Press the center button to activate the App Launcher. Swipe up and down to view all of the available watch apps including Google Fit, Google Pay, Play Store, Agenda, Settings and more.

The center button also activates Google Assistant. Simply press and hold the center button to ask Google Assistant a question.

TIP: Turn the center button clockwise or counter clockwise to scroll any screen up and down*

**select devices*



PERSONALIZED SHORTCUTS

Press the top/bottom buttons to launch pre-assigned apps depending on the brand of watch. Both buttons can be customized to launch any watch app from the Personalization settings.

CUSTOMIZING YOUR WATCH FACE

Long-press the dial to customize or select a new watch face. Choose your favorite colors, backgrounds, dials and more right from the smartwatch!



Long-press the dial to customize or select a new watch face.



Press the **gear icon** to start customizing the selected watch face colors, complications, and more.



Swipe left and right to select a new watch face.



FIND YOUR COLOR

When adjusting the color of any touchscreen smartwatch watch face, a half screen example of that color will show. Now, you can change colors as quickly as you can change outfits.

WEAR OS BY GOOGLE APP

Touchscreen Smartwatches pair with your phone through the Wear OS by Google smartphone app for iPhones and Android phones. Within the app, you can control many features of your smartwatch.

TILES SETTINGS

Quickly view information and perform actions with a swipe left on your smartwatch. Customize which Tiles you see (and the order) here or on your watch.

GOOGLE ASSISTANT SETTINGS

Explore the over 1 million Google Assistant actions and download the Google Assistant app on your iPhone. Android smartphone users can adjust settings directly from the Wear OS by Google app.

NOTIFICATION SETTINGS

Choose which apps notify you on your smartwatch. You can turn any notifications on or off with the tap of a button.

CALENDAR SETTINGS

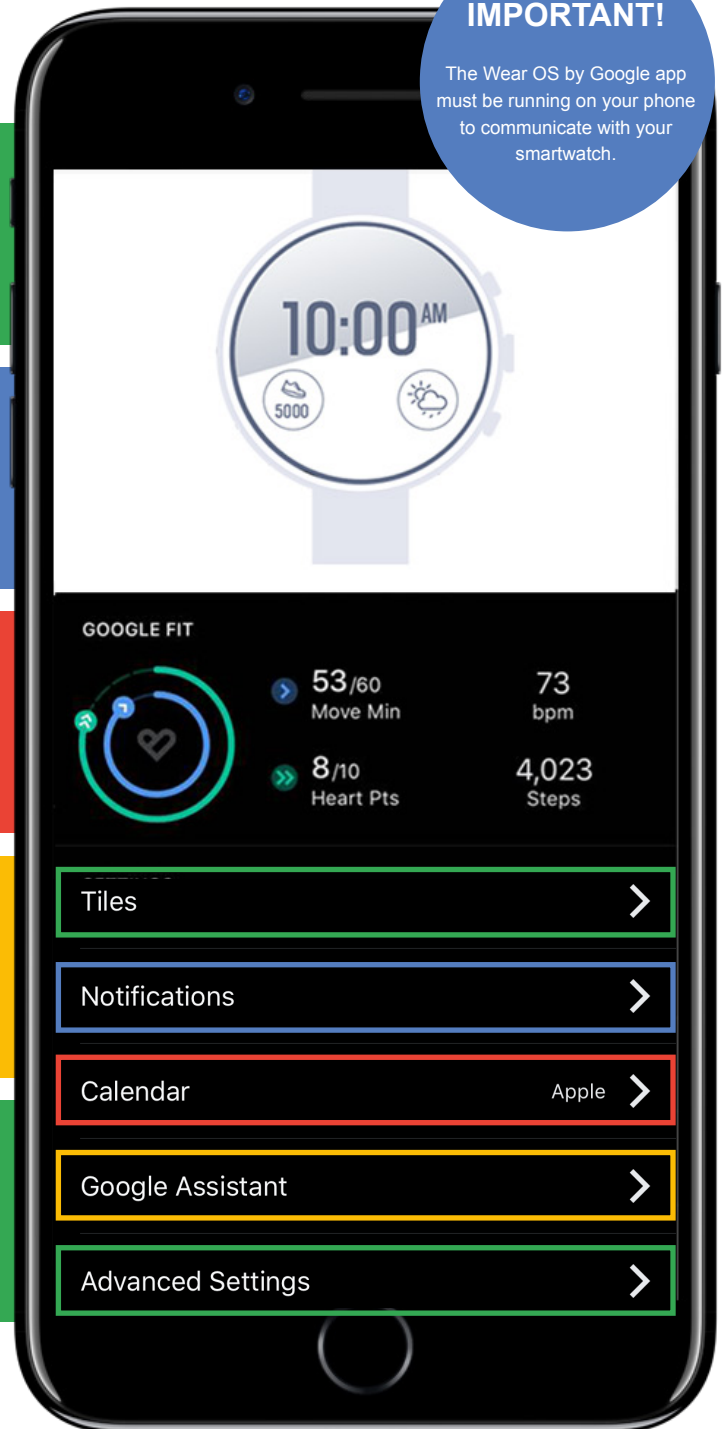
Choose which calendar events sync to your watch. You can even select "None" to turn off all calendar notifications.

ADVANCED SETTINGS

Manage advanced settings such as accounts on your watch, always on screen, tilt to wake, and privacy settings. You can also disconnect and reset your watch from this screen.

IMPORTANT!

The Wear OS by Google app must be running on your phone to communicate with your smartwatch.



WORKS IN PERFECT HARMONY

Wear OS by Google is compatible with both Android smartphones and iPhones.



SELLING THE CONNECTED LIFESTYLE

Now that you've learned about touchscreen smartwatches, let's talk about how to create excitement and deliver a unique guest experience.

Understanding your guest's needs should be your first priority. Then, presenting the product and explaining features that tie to those needs ensures the guest will see that a smartwatch is a perfect companion for their smartphone.

UNDERSTANDING YOUR GUEST

“How often do you find yourself pulling your smartphone out to check who's calling or to look at notifications?”

Benefits to Your Guest: Guests who find themselves constantly checking their phone will find that notifications on their touchscreen smartwatch allow them to stay informed without having to interrupt their activities or pull their phone out of their pocket or handbag.

“What apps do you currently use to make your day-to-day routine easier?”

Benefits to Your Guest: Are they a music lover, constantly playing their favorite music on their smartphone? Do they check the weather often before taking off on their favorite outdoor activity? With thousands of apps available for their smartwatch, things like controlling your music or checking the temperature has become effortless.

“How often do you wear different watches to better coordinate with your look?”

Benefits to Your Guest: With a variety of customizable watch faces and optional swappable straps, it's easy to change your watch face for day-to-night wear. No outfit or occasion is too much for our smartwatch. The possibilities are endless.

“What type of activity are you interested in tracking?”

Benefits to Your Guest: Tracking through the branded activity app or Google Fit allows you to track all kinds of activities including yoga, spin, or even boxing. Tracking capabilities include connected GPS, heart rate tracking, daily steps, calories, distance and more. And with support from other popular fitness apps, such as Strava and RunKeeper your guest is only steps away from a healthier lifestyle.

Based off the answers you get to questions like these, you should be able to quickly tell whether or not this is right for your guest. If it is, it's time to present the product.

PRESENTING THE PRODUCT

When presenting a smartwatch to your guest, position the product as a fashion accessory. A smarter watch for today.

The unique design of our products will appeal to the fashion-conscious. Here are a few tips when presenting the product.

- **Present what matters to the guest.** Don't be tempted to list features. Based on what you learn from asking lifestyle questions, elaborate on those features of the product that are most likely to meet their needs.
- **Get the smartwatch on their wrist** highlighting its design, quality, and fit.
- **Show the guest** how easy it is to:
 - navigate the smartwatch
 - customize the watch faces
 - view notifications
 - view proactive help from Google Assistant
 - view activity and fitness data, including heart rate tracking
- **Share your personal experiences with the smartwatch.** Guests love knowing how people really use it.

PROVIDE SOLUTIONS

Here are some common ways to overcome objections that a guest may have.

“Do I have to charge the smartwatch daily? I’m not sure that is something I want to do.”

“Battery life is based on settings and usage, but on average it lasts 24 hours. I find it’s easiest to charge it with the magnetic charger when you charge your phone. And it quickly charges to 100% in about an hour!”

“Do I have to have my phone with me to use the GPS on the watch? I’m not sure I want to carry both.”

“Our touchscreen smartwatches feature untethered GPS so you can map and track your location and distance during logged workouts - no need to have your phone with you!”

“This seems like it’s pretty complicated to setup.”

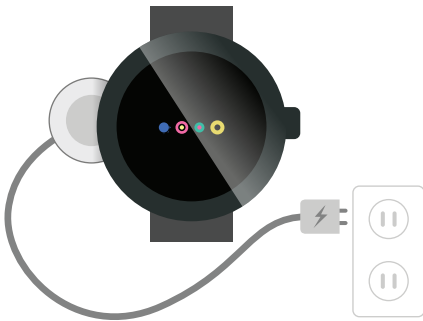
“I thought so, until I tried it. Wear OS by Google makes it easy because it’s intuitive and shows you step-by-step. I can help you, too!”

SET-UP: A PERK WITH PURCHASE

So your guest has decided to buy the touchscreen smartwatch that you presented. Now what? Help your guest pair, set up, and customize their new purchase! This ensures the guest feels confident when they leave your store, reducing returns or issues down the road.

Let's explore a few things we should help our guests with post-purchase to ensure they are ready to use their new watch as soon as they leave your store.

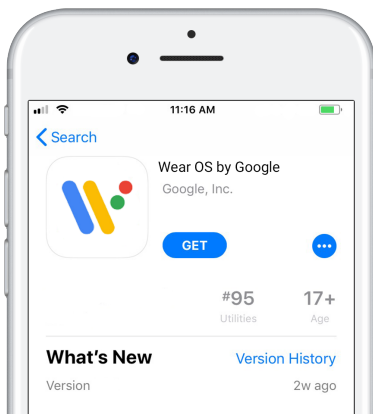
1. PAIR



1

CHARGE AND POWER ON

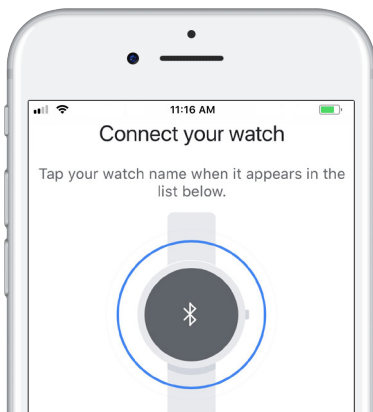
Connect the smartwatch to the included charging cord. Once it turns on, tap the screen to begin and choose your language. Keep the smartwatch charging during pairing and set-up.



2

DOWNLOAD

On the phone, enable Bluetooth™, then download the Wear OS by Google™ App from the App Store™ or Google Play store.



3

PAIR

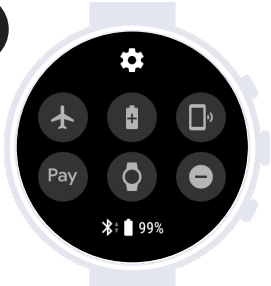
Open the app and follow the on-screen instructions to pair.

2. CONNECT TO WI-FI

Once the watch is paired, connect it to your store's guest-facing Wi-Fi (if available) to ensure the watch is updated and ready to set-up additional features.

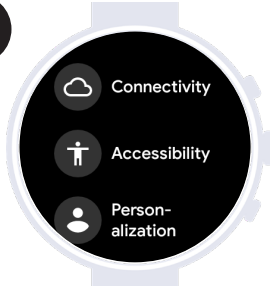
No Wi-Fi? No problem! Walk through the steps below so you can let your guest know how simple it is.

1



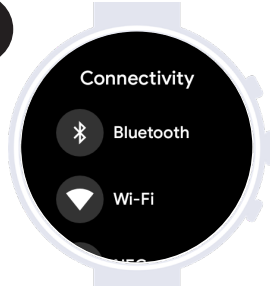
Swipe down to access quick settings, then **press the gear icon** to access Settings.

2



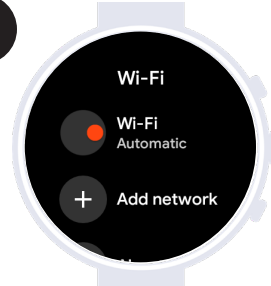
Press **Connectivity**.

3

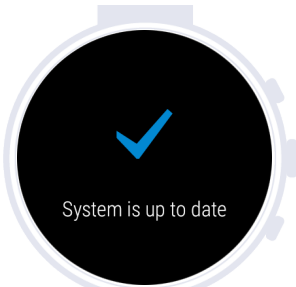


Press **Wi-Fi**.

4



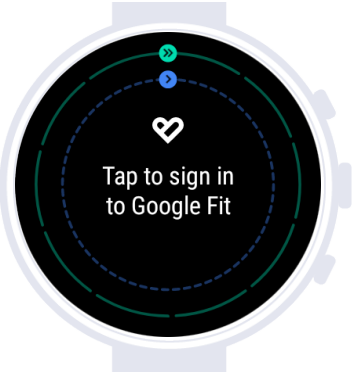
Make sure Wi-Fi is turned on, then press **Add network** to select your store's network and enter the password on the watch or smartphone.



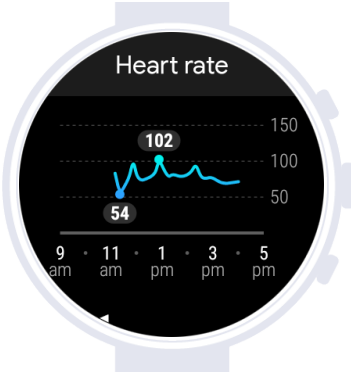
A best practice after connecting the watch to Wi-Fi is to check for system updates. This ensures the touchscreen smartwatch has the latest operating system and is running smoothly. Check for updates from the **System Settings**.

3. SET UP FEATURES

Initial set-up is complete! Now it's time to help your guest set up the features they'll use the most. Based on what you learned about your guest, help them get started with Google Fit, Google Pay, and more.



GOOGLE FIT



GOOGLE PAY*

Swipe left to open Google Fit and **tap the screen** to complete your fitness profile. Interested in tracking your heart rate throughout the day? **Turn on** background heart rate to allow Google Fit to take a heart rate reading every few hours.

Open Google Pay from the app launcher and follow the on-screen prompts to add a screen lock and link to your preferred payment methods on your smartphone.

*SELECT BRANDS AND STYLES ONLY
*AVAILABLE IN SELECT MARKETS ONLY

WARDROBE MALFUNCTION?

Below are a few troubleshooting tips when dealing with the smartwatch and Wear OS by Google.

NOT RECEIVING NOTIFICATIONS ON MY SMARTWATCH

Check to see if you're blocking notifications in the Wear OS by Google App

Reset Bluetooth on phone and smartwatch

(iPhone users) Ensure the Wear OS by Google App is running in the background

Turn on your phone's Bluetooth and keep the Wear OS app running in the background to ensure your smartwatch stays connected

HOW TO FACTORY RESET YOUR SMARTWATCH

- 1 Go to the settings menu on the watch
- 2 Scroll to the **System** option and tap it
- 3 Scroll to the **Disconnect & Reset** option and tap it



After you reset your watch to factory settings, you'll need to pair your watch with your phone again

HOW TO UNPAIR MY SMARTWATCH

- 1 Open the Wear OS by Google App on the phone
- 2 Press **Advanced Settings** under Settings
- 3 Press **Disconnect Watch** at the bottom of the screen

FOR IPHONE USERS

- 4 Go to Bluetooth in Settings and press the ⓘ icon
- 5 Press **Forget This Device**

WHAT WILL IT DO?

Does your guest have an Android smartphone? An iPhone? Curious about what functionality their smartwatch has when used with each device? Here are some of the common features available.

WORKS WITH IOS & ANDROID



View notifications from any of your phone apps or messaging systems



Answer tethered calls from the watch*

**coming September 2019*



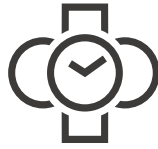
Get important data (weather, multiple time zones, agenda, activity, etc.) at a glance with function based dials



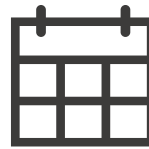
Control your music



Use Google Assistant to make commands and ask questions



Countless watch face customizations



Create lists and reminders



Install third party apps and watch faces with Google Play Store access on watch

ADDITIONAL ANDROID FEATURES



Respond to texts and emails



Send smart replies to incoming calls



Use Google Assistant to place calls, send texts and ask for directions

IOS LIMITATIONS



iPhone users cannot respond to messages or app notifications from the watch

CONNECTING THE DOTS

You have been introduced to touchscreen smartwatches, gained an understanding of all of the features touchscreen smartwatches have to offer and learned how to pair and set up the devices. Additionally, you were given prime examples of how to ask questions, present the product and overcome guest objections.

Now, review each brand's touchscreen smartwatch overview to learn about unique styles and features that set one touchscreen smartwatch apart from another. Take this knowledge and show the guest how style meets fitness and technology with our touchscreen smartwatches.

FOSSIL

GROUP

Android, Wear OS by Google and Google Fit are trademarks of Google Inc. Android, Google Play, and the Google Play logo are trademarks of Google Inc. Apple, the Apple logo and iPhone are trademarks of Apple Inc. registered in the U.S. and other countries. App Store is a service mark of Apple Inc.



As part of Fossil Group's commitment to helping sustain our earth's health, this product was produced digitally or on post-consumer paper.

Property of Fossil Group. © 2019 Fossil Group. All rights reserved.

v. 07/19