

# The Latest Innovation in Watch Technology Delivers Information

July 26 2004

---



## *Tissot Tactile Technology Offers MSN Direct at Touch of Watch Dial*

Swiss watchmaker Tissot introduces the latest innovation in watch technology: The Tissot High-T with MSN Direct. The Tissot High-T Smart Watch, with exclusive tactile technology, enables wearers of the chic timepiece to simply touch their watch dial to receive news, weather, sports, stocks, appointment reminders, time and other customized information, courtesy of MSN Direct. Combining the touch-screen technology from its popular T-Touch line with up to date personalized information from MSN Direct, the Tissot High-T represents the latest in Microsoft's Smart Personal Objects Technology.

A highly sophisticated timepiece, Tissot High-T offers a multitude of functionality housed in a handsome, Swiss-made watch, offering the unique, exclusive tactile technology -- literally putting information at the fingertips. Moreover, this revolutionary tactile technology, already perfected in the Tissot T-Touch and Silen-T, brings a new level of interaction with the timepiece -- a real 21st Century feel. This represents

the next stage in the evolution of personal, wearable, useful technology -- incorporated into and serving consumers' lives and needs.

### Swiss-American Collaboration

Tissot High-T signifies a unique marriage: 150 years of Swiss precision watch making and technological advancements with the power of American computer innovation from Microsoft. The result is a fashion forward timepiece with unique capabilities delivering data at the touch of a finger on an LCD watch dial.

### The Many Faces of You

The Tissot High-T display can be tailored to the wearer's desire: digital readout, roman numerals, scrolling stock quotes, weather and more. The wearer controls the data, the dial and the design to suit his/her needs -- all through the user-friendly interface.

### Information on Demand

While the tactile technology offers an unparalleled level of interaction with the watch, MSN Direct offers wearers of the Tissot High-T the ability to customize various channels of information, including news, weather, personal messages, calendar appointment reminders and stock quotes. This information is then relayed to the watch through FM radio waves. Each watch has a built-in antenna in the band and stores the updated data until the wearer touches the dial. The watches also feature multiple watch faces and automatic time-zone adjustment based on location.

### White-Glove Service

Tissot High-T will be available at select retail locations nationwide

beginning July 26. The specialness of the timepiece starts from the moment of purchase: the retailer will activate the watch, register the wearer through a special service only available for Tissot High-T buyers, making the watch fully functional upon purchase. No other watch can claim this level of service at retail.

The Tissot High-T retails for \$725 and comes with six months of MSN Direct service for free. Following the initial free period, the MSN Direct service will cost \$59.95 per year.

Source: [Swatch Group U.S](#)

Citation: The Latest Innovation in Watch Technology Delivers Information (2004, July 26) retrieved 19 April 2024 from <https://phys.org/news/2004-07-latest-technology.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.