

# Android-powered watches get Internet savvy

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Japanese consumer electronics titan Sony and venture-backed Italian startup i'm [Watch](#) were each sporting spins on timepieces that use the [Google](#) software to connect wearers with email, music, websites or other online content.

Sony's SmartWatch was promised by the end of March while i'm Watch was released at CES.

"This is the right period for the watch," i'm Watch chief executive and co-founder Massimiliano Bertolini told AFP at the company's booth on the show floor.

"Everybody wants to have technology that is also fashion," he continued. "That is the Apple secret; making devices that people fall in love with."

For some time now California-based Apple has been letting iPod Nano owners turn the small, square devices into Internet-connected watches complete with wrist straps.

i'm Watch ranges in price from \$350 for colorful models with silicon wrist bands and aluminum-cased [touchscreens](#) to \$15,000 for one made of pink gold and adorned with diamonds, according to company designer Gianluca Negrello.

Wearers are alerted to new Gmail messages or fresh posts at online communities [Facebook](#) or [Twitter](#) and can access digital photo albums or free Google Web-based services such as Calendar.

Messages can't be sent from touch-screen i'm Watch, which can connect to their own online shop for applications or music. People can make phone calls using i'm Watch, which links wirelessly to smartphones.

Sony said at CES that by the end of March it will release a touch-display SmartWatch capable of connecting to mobile phones wirelessly using Bluetooth capabilities.

Applications will be tailored for SmartWatch, which will be priced at \$149.

SmartWatch devices being sported by workers at the Sony booth were tethered wirelessly to Android-powered Xperia smartphone models the

company unveiled at the show.

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