



## **The *Ibis* Dual Face Smart Watch Debuts at Mobile World Congress 2014**

### ***Stylish smart watch combines analogue and smart watch faces with an elegant, wearable jewellery design***

Barcelona, Spain – 24<sup>th</sup> February 2014 – Product creation house Creoir Ltd debuts the *Ibis* smart watch today at Mobile World Congress. The *Ibis* ushers in a new category of wearable technology that is driven by the latest style trends. The *Ibis* is challenging consumer perceptions about smart watches being cumbersome and unattractive. The *Ibis* is wearable jewellery that integrates the latest technologies for a seamless experience. Beautifully crafted in crystal and stainless steel, the design was inspired by a flying bird whose wing tips touch together while carrying a young bird on its back, symbolising the precious and personal current of information on your smart watch.

Any watch, smart or not, is personal style statement by the wearer. The *Ibis* brings an innovative design-led approach to the nascent smart watch industry where fashion will be a key driver of smart watch sales for consumers. According to industry research company [Gartner](#) Inc., most smart watches have not achieved mass-market appeal due to the lack of innovative design. The majority of products that have been launched so far have displays that many consumers will find "unstylish & clunky" due to their bulkiness.

“We believe the demand for smart watches will be driven by fashion and sport brands, and the *Ibis* exemplifies the type of product that we create for fashion brands, said Creoir Ltd CEO Pekka Väyrynen. He continues, “Every brand has its own design language, so with each client we start from scratch to develop a product that specifically matches the brand and their audience. With our expertise, we can provide consumer brand owners with everything they need to have a real advantage when entering the smart device space.”

The philosophy behind the design is to bring longevity and elegance in the form of bracelet combining an analogue quartz watch with a smart watch display that is future proof due to its unique user interface. The aim is to combine timeless beauty and functionality.

The *Ibis* smart watch features include:

- Stainless steel and crystal materials
- Low power optimised Android platform with custom UI
- Interoperable with iOS and Android
- OLED display with integrated touch
- Wifi, Bluetooth 4.0 and USB connectivity
- Accelerometer, e-compass and ambient light sensor
- Remote control and notifications with your smart phone

The *Ibis* is the latest concept smart watch from Creoir Ltd, a company that designs and manufactures tailored mobile devices for consumer brands. The *Ibis* design can be viewed at the Team Finland stand at Mobile World Congress, located at 5F31 in Hall 5.



#### **About Creoir Ltd.**

Creoir Ltd is a specialised product house that designs and develops tailored mobile devices such as smart watches, smart phones, sport computers and other wireless products to consumer brands and our partners globally. Our complete solution includes also manufacturing and after sales services. Based in Oulu, Finland, Creoir provides hardware and software design and engineering services across all phases of product development. Winners of the reddot and 2013 IF Product Design Awards, The Creoir team has developed over 50 mobile devices and hundreds of concept designs to Nokia, Sony Ericsson, Siemens, Jolla, Suunto, LG, Lenovo, Sangfei, Uros, Huawei - sales hundreds of millions. Recent projects include the Jolla smart phone and a high-end sport computer for a leading sport equipment brand. Creoir offers an end-to-end service for consumer brands providing access to the latest technologies, development processes and testing facilities as well as component sourcing and manufacturing.

Media assets:

Video link: <http://bit.ly/1h7f4UI>

Photos (high resolution): <http://bit.ly/1fii8PB>

Photos (low resolution): <http://bit.ly/1p3U85s>

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