

Press release

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Watch@Tablet® Everything you always wanted to know about Fine Watches... but were afraid to ask!



Watch@Tablet® is a sales and training tool, developed by the Fondation de la Haute Horlogerie (FHH) and set to become the essential resource for Fine Watch sales associates. This extra-thin touchscreen tablet PC provides information and advice on demand.

The role of the Fine Watch sales associate has become increasingly complex over recent years. In addition to mastering extremely specific sales techniques, staff must stay abreast of the innovations, technology, history and constant developments in their field. This is particularly true in Fine Watches,

many of whose customers are themselves well-versed in the intricacies of this branch. In a word, sales associates must familiarise themselves with the multitude of models proposed by the brands, so that they can then advise and inform their customers in a precise and intelligible way.

Fine Watchmaking at their fingertips

The Fondation de la Haute Horlogerie (FHH) has developed this touchscreen notebook as a tool for professionals both at brands and retailers. Essential information is presented as visual animations for staff to consult on the sales floor and as an autonomous training resource. Sales associates can use the Watch@Tablet® at leisure to demonstrate specific aspects of Fine Watchmaking to their customers, thereby helping them to understand this or that feature of the manufacturing process, a particular *métier d'art* or a function found only on exceptional timepieces. All content is fully interactive via the touch screen, and is illustrated throughout with informative animations.

Ergonomic and user-friendly

Watch@Tablet® is divided into three zones. The first is reserved for the 29 partner-brands of the FHH, with pages and animations to present each one. The second is devoted to essential information on watchmaking and gemmology as a complement to sales associates' own valuable knowledge. It also includes news items, thanks to which staff can stay constantly informed on developments in their field, without leaving their place of work. The third section contains information for the retailer, plus a reserved space which can include brands' own working documents, developed exclusively for sales associates in their distribution networks.



Watch@Tablet® is regularly updated by means of the FHH's encrypted and secure content management system.

The world of Fine Watchmaking has countless fascinating aspects which customers will take great pleasure in discovering, provided information is delivered in an intelligent and documented way. Watch@Tablet® is instrumental in ensuring this is the case.

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Information and illustrations at:

<http://www.hautehorlogerie.org/fr/fondation-haute-horlogerie/watchtablet/>