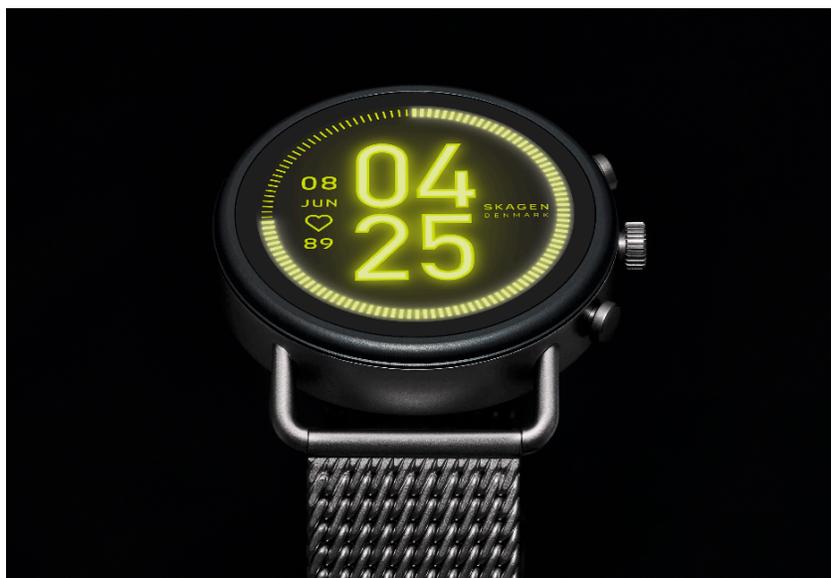


SKAGEN announces Falster 3, SKAGEN's next generation of touchscreen smartwatch, and a collaboration with X by KYGO



New proprietary technology allows users to make and receive Bluetooth-enabled phone calls

LAS VEGAS – (Jan. 7, 2020) – Danish-inspired lifestyle brand [SKAGEN](#) is proud to introduce the newest edition and evolution of its Award-Winning Design to its smartwatch portfolio: the Falster 3. In addition to this exciting technology launch, SKAGEN is thrilled to announce its partnership with [X by KYGO](#), the premium audio accessories and lifestyle brand by award-winning Norwegian DJ, songwriter and producer, Kygo.

Boasting the same modern design approach as its award-winning predecessor—Falster 2, which debuted in September 2018 at IFA— Falster 3 offers users the Qualcomm® Snapdragon Wear™ 3100 platform alongside the latest software by Wear OS by Google™. There will be four styles of Falster 3, including a limited edition style designed in partnership with X by KYGO brand.

Featuring new speaker functionality, smart battery modes, double the storage and 1GB RAM, Falster 3 speaks to both the tech-savvy and the playful, design focused. With the addition of a speaker, SKAGEN is excited to offer users the ability to take calls on their smartwatch. Using our proprietary phone app, both Android® and iPhone® users will be able to make and receive phone calls directly from their Bluetooth-enabled watch. Additionally, users can talk with the Google Assistant, hear sound alerts for notifications and play music from compatible apps.

Thanks to its sleek design and updated hardware, the next generation smartwatch from SKAGEN is built to offer the best of available technology without sacrificing the pared-down, life-simplifying ethos of the original.

“The Falster 3 represents everything SKAGEN stands for: beautiful, design-focused products that are functional for the way people live,” says Hacker Plotkin, VP of SKAGEN. “We are equally thrilled about our partnership with X by KYGO, and the ability to bring audibles and wearables together- which we feel are the two biggest disruptors in the tech industry today. These are two Scandinavian brands with world class products and incredible attention to detail that are designed to enhance your life. An appreciation of simplicity and a thoughtful approach to how your time is spent are key elements in the Danish way of life—and we are excited to capture both through our smartwatches and our partnership with X by KYGO.”

Subtle updates have been made to the Falster’s design, including new minimalist, battery-saving watch dials. The case and speaker are swimproof (30 meters), so users can track swim workouts, hang poolside or hop in the shower without risk of damaging their smartwatch. Additionally, Falster 3 is the only smartwatch on the market with a silicone-mesh strap—the latest evolution of the brand’s signature material.

Falster 3 will also offer users an exclusive X by KYGO digital dial. The brand was developed out of Kygo’s goal to elevate the way consumers experience music without compromising the quality, no matter the genre. Drawing inspiration from his Scandinavian heritage touting minimalist design features, all X by KYGO products are developed to produce exceptional sound, fitting every person perfectly.

The most notable evolution is in the Falster 3’s tech capabilities. The expanded feature line-up includes:

New Speaker

With the addition of Speaker, users have the ability to take calls on their smartwatch. In the past, this was a capability that only Android phone users have enjoyed—until now. Fossil Group has developed a proprietary app allowing iPhone users to answer tethered calls—making this one of the first Wear OS by Google devices with this capability.

Thanks to the inclusion of a swimproof speaker, in addition to the existing microphone, users can enjoy **audible** functionality, and hear responses from the Google Assistant—when you ask a question or tell it to perform an action, you can hear the Google Assistant speak back to you.

Functions include:

- Sound **alerts** for notifications, alarms, timers, etc.
- Hear **responses from the Google Assistant**
- Google Translate **speak out translation**
- **Play** third party music direct from watch
- **Answer** tethered calls directly from watch

Extended Battery Mode

Fossil Group has developed a proprietary smartwatch experience that offers four battery life presets, putting the user in control and allowing for extended battery life.

This new experience offers an 'Extended Battery Mode' where users can extend to multiple days on a single charge while still enjoying essential features like notifications and heart rate. 'Daily Mode' allows users to experience most features enabled, such as always-on screen. 'Custom Mode' allows users to easily manage battery optimization settings themselves, all in one place, where 'Time-Only Mode' gives users additional hours when the watch has a low battery or if they choose to use the smartwatch to only tell time. From the home screen on your watch, swipe down from the top and tap the battery icon to choose the mode that's right for you.

Tiles

Tiles provide a quick way to view information at a glance and perform actions. With a swipe left, Tiles adds easy access to quick actions and information that previously were hidden in the app menu. You can check your progress towards your fitness goals, start a workout, know where you need to be next, plan ahead with the latest forecast, check your heart rate, follow the latest breaking headlines, and even quickly set a timer.

Additionally, by doubling the total storage to 8GB, including 1GB RAM, users will have even more space to download apps and media, as well as see an overall performance boost. The integrated sensors have also been given an upgrade to help improve fidelity and optimize power consumption. Features familiar from previous generations include heart rate tracking, untethered GPS, NFC for Google Pay™, and Rapid Charging. As with our existing lineup, Falster 3 will come with a series of auto-installed apps: most popular global audio streaming subscription, **Spotify**, peace of mind and safety app, **Noonlight**.

Cardiogram, a digital companion for your heart health, is the latest app that SKAGEN will auto-install. Your heart beats over 102,000 times per day, and Cardiogram tells you what that data means. Cardiogram visualizes heart rate data into interactive charts that can be tagged with activities from your day, helping you identify what could contribute to spikes and dips in your heart rate. For example, users can monitor how your heart rate changes during a stressful meeting, exercise, or during sleep. Users can also track how health metrics compared to millions of other Cardiogram users. If you choose to upgrade to Cardiogram Premium, you can easily share your data with doctors or family and receive continuous monitoring for signs of undiagnosed diabetes, sleep apnea, hypertension, and atrial fibrillation. If Cardiogram thinks you might be at-risk of one of these conditions, you'll be offered an FDA-cleared test to confirm it. Note: monitoring for undiagnosed conditions is only available in the United States.

Additional Features

The complete range of features from the original Falster carry over to Falster 3, including:

- Function-Based Dials for quick access to favorite features
- 42 MM Case
- Smartwatch Notifications

UNDER EMBARGO until Jan. 7, 2020 at 9 am PST

SKAGEN
DENMARK

- Custom Goal Tracking
- Customizable Watch Faces (including X by KYGO)
- The Google Assistant
- Interchangeable Straps
- Powered with Wear OS by Google
- Qualcomm® Snapdragon Wear™ 3100 Platform
- Compatible with iOS 10.0+ or Android™ 6.0+ (excluding Go edition)*

Falster 3 retails for \$295 USD and will be available in select markets on January 7.

The X by KYGO exclusive style will be available in early spring. To learn more visit www.SKAGEN.com or follow @SKAGENDenmark.

*The Google Assistant is not available in all languages. Google, Android, Wear OS by Google and other marks are trademarks of Google LLC. Wear OS by Google works with phones running Android 6.0+ (excluding Go edition) or iOS 10.0+. Supported features may vary between platforms and countries.

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ABOUT SKAGEN

SKAGEN celebrates the Danish way of life: free, spontaneous, and in the moment. Our watches and jewelry are fueled by a love of modern design—playing with color and current fashion influences.

ABOUT X by KYGO

Founded by DJ and superproducer Kygo, X by KYGO was created out of Kygo's enthusiasm to offer premium music experiences to everyone, no matter the genre, through a collection of exceptional audio accessories and devices. Inspired by Kygo's Scandinavian heritage complete with a modern yet sleek design, each product is developed by utilizing next-generation technology, quality materials and engineering, creating a world-class sound experience. X by KYGO is driven to continually improve and evolve its diverse offerings in order to elevate and create the next generation of music experiences.

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