



INTERNATIONAL WATCH: IN FOCUS

WATCH OF THE DAY



IW FEATURE



LEADING WATCH RETAILERS



ONLINE EXCLUSIVE

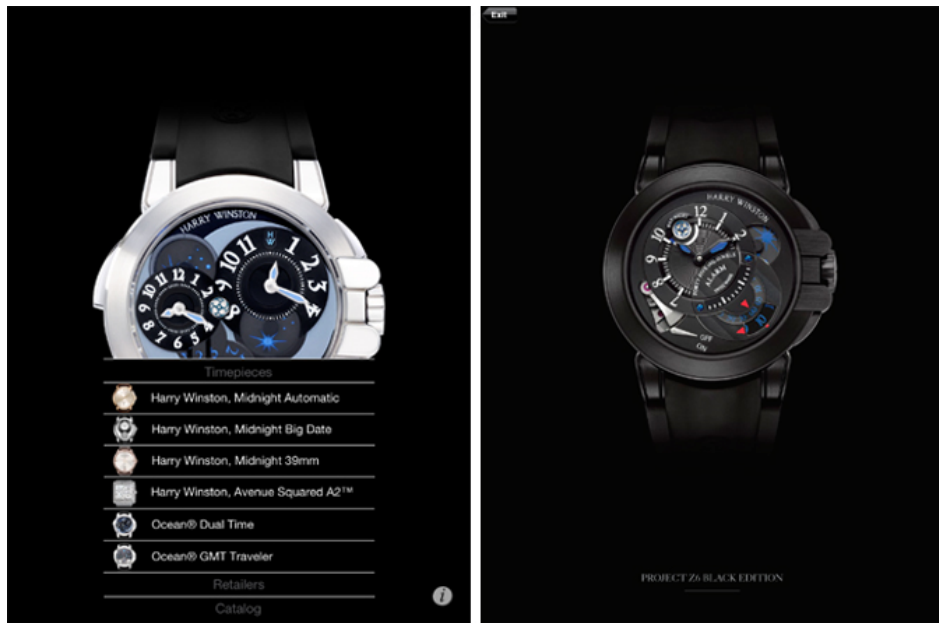


HARRY WINSTON ON IPAD
 JULY 5, 2012 @ 12:36 | AUTHOR: SHELDON SMITH | CATEGORY: ONLINE EXCLUSIVE

<< Return to Previous Page



Harry Winston's iPad app is a simple yet elegant addition to the Harry Winston brand. The 75 MB app contains the basic elements that one expects of a watch catalog and opens to Harry Winston's signature, then shifts to user-selected Harry Winston watch. The user has the choice of the Midnight Automatic, Big Date, Avenue Squared A2, Ocean Dual Time, and Ocean GMT Traveler to adorn the screen.



The standout function here is the ability to use the Harry Winston iOS app as a desk clock. For the watches that display two time zones, the user adjusts the second time zone to display simultaneously. Unlike other iOS apps that have this feature, when the user returns to the app, the same clock and settings appear without having to re-enable the function –another nod to simple elegance. Additionally, the user has the option of making their preferred Harry Winston watch an iOS wallpaper or emailing it to spouses, loved one, or to a Harry Winston dealer for them to order one.

The Harry Winston iOS watch catalog is as elegant as its paper counterpart. The catalog opens to the Harry Winston line and the user swipes among seven collections in the catalog; the High Jewelry, Midnight Collection, Avenue Collection, the Ocean & Ocean Sport Collections, the Premier Collection, and the Talk to Me Collection. There is no table of contents, or guide to jump pages so the user must swipe through the pages to get to a particular collection.

**SIGN UP
 TO RECEIVE
 iW
 ALERTS**
 >> SIGN UP NOW <<

Swiping through the pages shows the user Harry Winston's design range, tastes, and styles. Although very un iOS app-like, swiping through the catalog pages similar to how one would a phone book, Harry Winston watches are much more appealing to view than ads in the Yellow Pages. Typically iOS apps allow the user to jump directly to a page. Nevertheless, each catalog page is filled with a stunning image of a Harry Winston watch and displayed in the illuminated crispness that only an iPad can.



The Harry Winston iOS app has a function to find retailers worldwide. Using the GPS feature in the iOS device, the app shows retailers relative to the user's location, or the user has the option of selecting a particular city. Even though it does not have the bells and whistles as other iOS watch manufacturer apps, the Harry Winston app is an elegant, self-contained app that functions as a great compliment to a Harry Winston watch. The Harry Winston app does not require a network connection (except for when locating a retailer), keeps its preferred watch desk clock settings, and contains stunning images to keep anyone distracted during the work day.

Specifications

Version 1.6

Version Updated: March 2012

Size: 75 MB

Compatible with iPhone, iPod touch, and iPad. Requires iOS 3.1.3 or later

Join the Conversation

Name:

Email:

Website:

Comment:

Post Comment

Quick Links

© 2011 Fine Life Media, Inc. - All Rights Reserved

About Us

- [Fine Life Media](#)
- [Company Bios](#)
- [Job Opportunities](#)
- [Contact](#)
- [Guidelines and Policies](#)

Articles & Features

- [Current Issue](#)
- [Archives](#)
- [Digital Magazine](#)
- [Leading Watch Retailers](#)
- [Watch Brands](#)
- [Videos](#)

Services

- [iW Watch Repair](#)
- [Shop](#)
- [Education](#)

Stay Connected

- [Facebook](#)
- [Twitter](#)
- [Email Newsletters](#)
- [RSS](#)

Search:

