



INTERNATIONAL WATCH: IN FOCUS

WATCH OF THE DAY



Terranaut III Trail

IW FEATURE



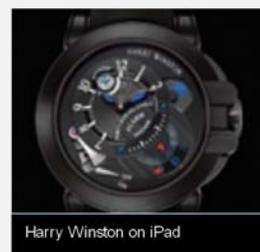
Inside the Case

LEADING WATCH RETAILERS



Kurt Russell and Levinson...

ONLINE EXCLUSIVE



Harry Winston on iPad

INTO THE WORLD OF JAEGER-LECOULTRE

APRIL 5, 2012 @ 11:51 | AUTHOR: SHELDON SMITH | CATEGORY: ONLINE EXCLUSIVE

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**Specifications**

Jaeger-LeCoultre App [for iPad]

Version 2.2

Last Updated: 18 January 2012

Size: 132 MB

Language: English, Chinese, French, German, Japanese, Spanish

Compatible with iPad; Requires iOS 4.0 or later

**Jaeger-LeCoultre App [for iPad & iPhone]**

Version 1.13.1

Last Updated: 3 October 2011

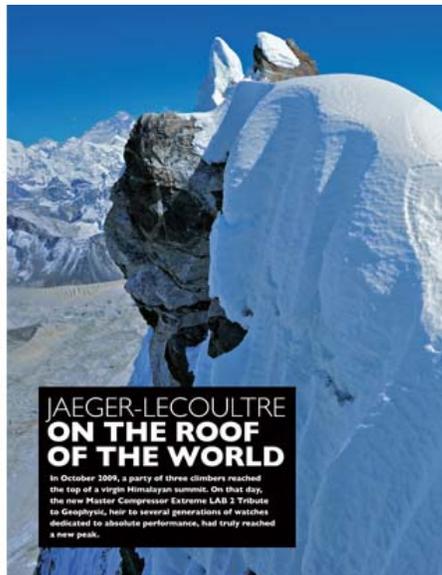
Size: 218 MB

Language: English, Chinese, French, Japanese

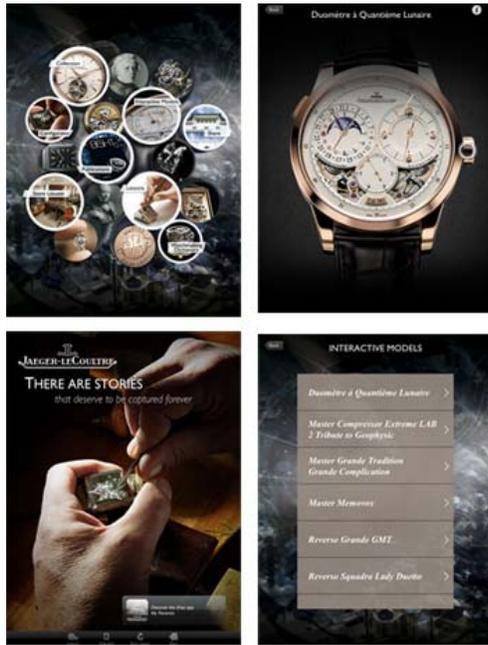
Compatible with iPhone, iPod Touch, and iPad; Requires iOS 3.1.3 or later

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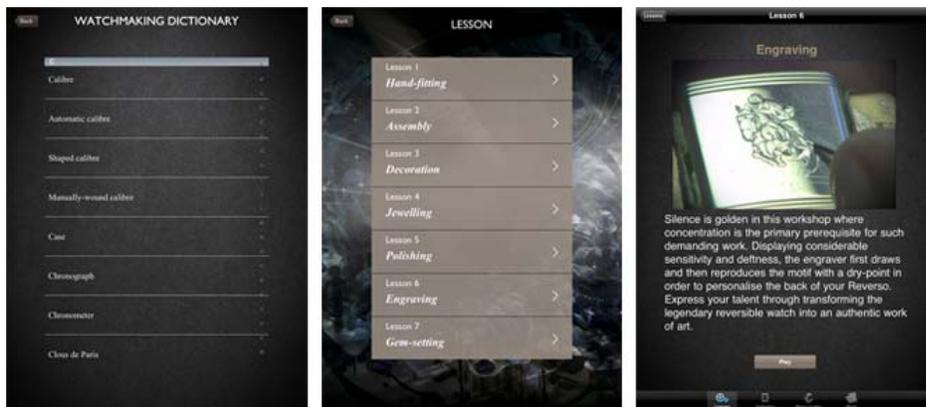
Jaeger-LeCoultre has long embraced connecting with its current and prospective owners via the Internet, social media, and now through two iOS apps. Jaeger-LeCoultre's two iOS apps are more similar to each other than they are different. Their earlier app, version 1.13.1 functions on both the iPhone and on the iPad. Unlike other iPhone apps installed on an iPad, the iPhone app runs in full size and in full resolution on the iPad's larger screen.



Both of these iOS apps stand out from other watch manufacturer apps because their interactivity brings the reader into the Jaeger-LeCoultre world. Rather than their iOS apps being simple electronic versions of watch brochures, Jaeger-LeCoultre conveys an appreciation of the brand by teaching the reader how JLC watches are built and manufactured. Both apps contain a Lessons section, taking the user through nine interactive sections. Each lesson has a short video on the process, a short written description, and a simple game that helps reinforce the task. Users who do not understand how Jaeger-LeCoultre's manufacturing process stands out from the rest of the industry will certainly have a change of heart and greater appreciation for JLC after experiencing the lessons and being mesmerized by the videos. For users not fully versed in the JLC's lexicon of watch terms, there is a dedicated Watchmaking Dictionary that is easy to use and understand.

Both the iPhone and iPad apps have a dedicated section for interacting with JLC's more complicated watches. The user selects a model such as the Moumètre à Quantième Lunaire and can see the balance and hands moving, and be able to interact with the winding crown activating and resetting the sweep second hand. These simulations are fantastic for discerning the functions between JLC's models. Rather than having to visit an authorized dealer and

play with a half-dozen watches, the Interactive Watch section allows you to interact with each watch's functions in the convenience of one's home or office, or more importantly, when one becomes infatuated with a particular JLC watch, the watch can be shown to friends, cohorts, or spouses (for approval).

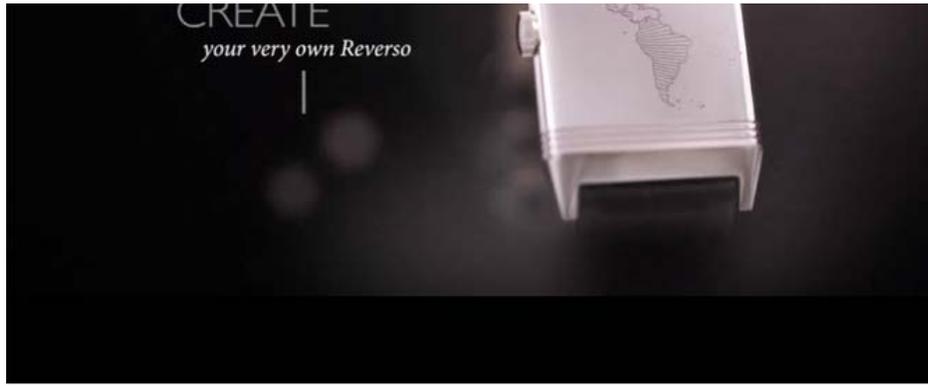


The Jaeger-LeCoultre app for iPad diverges from the iPhone app with a publication section that allows the user to download current and past watch industry publication JLC articles, JLC yearbooks and magazines, as well as articles describing the participation of JLC watches in extreme adventures. Like the Rolex iPad app, rather than describing how tough JLC watches are, the company describes the adventures with which JLC participates, including scaling the Himalayas, submarining under the North Pole, and surviving Navy Seal missions.

Additionally, the Jaeger-LeCoultre iPad app includes an entire section devoted to personalizing a Reverso watch. JLC Reversos are set apart from other dress watches with its articulating case that allows the watch to be turned over while being worn to see the back of the watch. Many Reverso owners have the case back engraved with intricate designs or personalizations. The iPad app allows the user to simulate various engravings and save them to the JLC website for later retrieval.

Both apps contain a complete catalog, including wallpapers of flagship JLC watches, the ability to email photos and wallpapers, and even connectivity to Facebook, Twitter, and the ability to subscribe to JLC's electronic newsletter. Although both apps have the same basic features, the iPad app is slightly smaller because there are fewer resident videos in the. For anyone who is a Jaeger-LeCoultre owner, or wants to be one, these two apps are must haves in order to better appreciate the brand, and because they are not your typical electronic brochure.





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## Personalisation

# REVERSO

*There are stories that deserve to be captured forever.*

Whether it's a transatlantic crossing on a sailboat with friends, or the birth of a child, there are precious, life-changing moments that deserve to be recorded forever. What will yours be? Let our engraving, enamelling and gemsetting artists immortalise your legend. A Reverso just...

*Jaeger-LeCoultre invites you to make your reverso watch unique.*

>> Please read carefully

<p><b>PERSONALISE MY REVERSO</b></p> <p><i>A selection of engravings to explore</i></p>	<p><b>REQUEST A SPECIAL ENGRAVING</b></p> <p><i>The custom-made choice</i></p>
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