

Huawei puts premium styling in watch entry, thinks Classic

March 2 2015, by Nancy Owano



News sites buzzed with preliminary talk about the Huawei Watch ahead of its official unveiling at Mobile World Congress last week in Barcelona. To be sure, while smartwatch reports of coming attractions focus on features and style, the key message about this Android Wear watch was for show-goers to be prepared—for above-average good looks.

"[This](#) could be the best-looking Android Wear [smartwatch](#) yet," said a header in *The Verge*. *TechCrunch* writer Darrell Etherington said the

watch was "easily one of the best looking devices ever to sport Google's wearable software [platform](#)." *AndroidHeadlines* staff writer Phil Bourget said, "The thing to [notice](#) right away is that the Huawei Watch is absolutely stunningly stylish." And from *The Verge*: The watch had an entirely circular display measuring 42mm in diameter. The Sunday report in *The Verge* by Sean O'Kane carried news that Huawei had officially announced its new round Android Wear smartwatch; more details surfaced.

The watch has an AMOLED 1.4-inch display at 400 x 400 pixels resolution in 286 ppi at a 10,000:1 high contrast ratio; scratch-proof sapphire crystal lens; the crown, frame and hinge are built from stainless steel; there is a [heart-rate monitor](#), 4GB of memory, 512MB of RAM, Bluetooth 4.1, sensors and Qualcomm 1.2GHz processor. It will pair to Android phones using Bluetooth. A [magnetic](#) charging station will come with the watch.

This is Huawei's first Android Wear watch. The timepiece comes either in gold, silver, or black. More than 40 watch faces will be available for choice, and a range of watch straps. The watch will be available in more than 20 countries, including United States, United Kingdom, Argentina, Australia, Brazil, Canada, Denmark, Finland, France, Germany, Hong Kong, Italy, Japan, Norway, Philippines, Russia, Singapore, South Korea, Spain, Sweden, Switzerland and United Arab Emirates. Availability and pricing will be announced at a future date in each of the local markets, said Huawei.



What's so special about the fact that the watch will run on Android Wear? This brings connectivity with many Android phones and users. You can pair it with an Android 4.3 or higher-running smartphone or tablet, said Bourget. Benjamin Norton, designer, wearable products, in a video said that while everyone has an idea of a [watch](#), the design team asked, what smartwatch does a consumer really want? Said one respondent: I don't want a miniature smartphone. I don't want a show-off gadget." The respondent sought timeless fashion. 'Classic' appeared to be a theme which rang in designers' ears; they chose a round-shaped case. They ran surveys of male and female consumers. They focused on straps suitable for female and male wrists. What's more, Jacob Long, writing in *Android Police*, said Huawei's smartwatch rendition will try to deliver useful health tracking. "A heart-rate monitor, 6-axis motion sensor, and barometer [team](#) together to determine whether the wearer is walking, running, biking, etc. This will produce calorie burn estimates that might well make it one of the better devices in this arena."



More information:

consumer.huawei.com/en/press/news/hw-415714.htm

consumer.huawei.com/minisite/watch/index.htm

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