

## **Freedom on your wrist: Swisscom offers first smartwatch with eSIM**

**Activate and off you go: Swisscom is the first provider to launch a smartwatch with an integrated eSIM on the Swiss market: the Samsung Gear S2 Classic 3G. An “embedded SIM” of this type delivers entirely new options for the customer.**

The Samsung Gear S2 Classic 3G is the first smartwatch in Switzerland to have an eSIM. It will be available in all Swisscom Shops from 7 June and can already be tested in selected shops and pre-ordered starting today. For CHF 15 per month, in conjunction with an infinity subscription, customers get a separate telephone number and unlimited mobile Internet for their smartwatch. Listen to music, check your diary and news, get the weather forecast, check your fitness data, send messages or make phone calls; it's all possible anywhere and anytime without a smartphone, simply on your wrist. The app for downloading the eSIM profile for the smartwatch is initially available for Android smartphones.

### **Simply activate the device – no more tiresome setup**

With an eSIM it is easier than ever to get started with a new device: Customers download their personal eSIM profile from the Cloud and are immediately connected to the mobile phone network. No need to fiddle around inserting a SIM card. Changing your device is just as easy; the profile is very easily transferred online to the new device.

### **“Internet of Things”: eSIM opens up new opportunities**

More devices with an eSIM are expected before the end of the year, with Swisscom taking the lead as a pioneer. “The eSIM is a crucial building block for the “Internet of Things”, because it makes small, autonomously networked devices and sensors possible. Smartwatches, wearables, cameras, fitness trackers, health or emergency sensors, e-bikes and many other devices no longer have to be equipped with a physical SIM card and remain constantly connected via the mobile phone network,” says Dirk

Wierzbitzki, Head of Products and Marketing at Swisscom. Futurologists predict that in just a few years consumers will be out and about with up to ten networked devices and sensors.

**For more information about the eSIM, the Samsung Gear S2 Classic G3 and installation, see:**

[www.swisscom.ch/esim](http://www.swisscom.ch/esim)

**Media images and showreel of the smartwatch:**

[www.swisscom.ch/medien](http://www.swisscom.ch/medien)

Bern, 23 May 2016