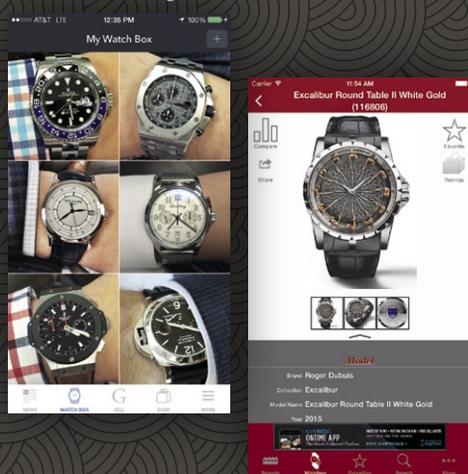


# APPS FOR THE MODERN WATCH ENTHUSIAST

Watch collectors have never had it so good. New watches debut in real time simultaneously across the globe, allowing any collector to gather the latest information and images detailing what could be the enthusiast's next 'grail' watch. For some enthusiasts, it's all too much. Especially for new collectors still investigating the breadth or focus of their newfound passion, the ever-expanding list of sources for online timepiece news and product offerings can seem a bit daunting.

## WATCHVILLE

To help still the cacophony, several new and long-time sources of timepiece news, trends, advice and even product reviews have in the past year or so created one-stop mobile apps specifically aimed at watch enthusiasts. While commercial sites, auction houses and catalogs of new and vintage watches have offered mobile device apps for a few years, many enthusiasts point to Watchville, the app launched last fall by tech entrepreneur and watch enthusiast Kevin Rose, as the first free app to attract a critical mass of collectors. That mass will undoubtedly increase as Watchville completes its recently announced merger with Hodinkee.

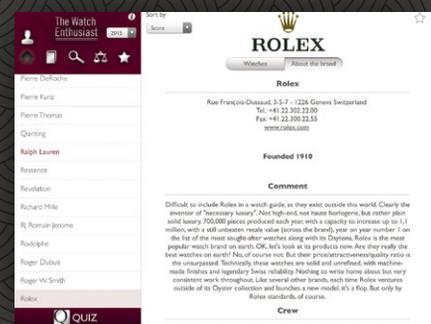


## WATCH AGORA/WATCHES OF 2015

London-based watch collectors Thierry Ané and Jaques Caron explain they built the 2012 precursor to the current Watches of 2015 app (Free at the iTunes App Store) after years of frustration at the paucity of easy-to-locate online information and reviews about specific watches. He and business partner and technical expert Caron developed Watches 2012, an iPhone/iPad app that updated automatically all year long and presented new models to watch aficionados through standardized technical forms for easy comparison — complete with high-resolution pictures. The success of that initial app, they explain, led to their 2013 launch of Watch Agora, their website dedicated to fine watchmaking.

## GOVBERG ONTIME

The new Govberg OnTime mobile app (Free at the iTunes App Store) developed by Philadelphia-based watch and jewelry store owner Danny Govberg links watch enthusiasts with up-to-the-minute watch product and industry news from a variety of blogs, magazines and websites. But as a retailer with deep watch industry sources and a large inventory of new and vintage watches, his app also includes options that allow the enthusiast to manage his or her collection, to assess its value and to buy and sell timepieces. "I strongly believe in the future of technology and the role it plays, and will increasingly play, in the lives of our clients, friends and watch collectors," says Govberg, the third generation at the helm of Govberg Jewelers. "So whether you want to keep up on the latest watch industry happenings and product releases, manage your watch collection for social sharing or insurance purposes, or buy, sell or trade a new or pre-owned watch, Govberg OnTime is the ultimate tool. And it's all accessible from your mobile device."



## THE WATCH ENTHUSIAST

Debuting in 2011, the Watch Enthusiast app (\$14.99 at the iTunes App Store) seeks to offer independent critiques of new watches while simultaneously providing an extensive guide to new watches. Founder Felipe de Palma is a former Audemars Piguet executive who was convinced that there was room for an online publication that could help watch enthusiasts monitor the watch world while also learning more about it. "When I left Audemars Piguet, I simply did not want to re-do the same job for another brand, but rather decided to help people understand this awesome industry better," he explains. "Our guide had to be critical with an educational touch, humorous or ironic, but not sarcastic nor degrading. I did it because there was no such thing out there," he adds.

Michael Thompson, Editor-in-Chief, International Watch

