


Essayer pendant 30 jours
Fr.79 Fr.99





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# Introducing A Watch Smart Enough It Pays For You

While the typical justification for expensive mechanical watches is that they are jewelry for men or can be collected like antiques and art appreciating in value, others enjoy them for the mechanical genius that has been refined over 300 years. It is, after all, quite amazing the number of hand assembled, microscopic parts incorporated into 45 millimeters or less that fits snugly on your wrist.

At the other end of the spectrum is Apple's controversial watch, criticized by many for adding little except another accessory that needs to be charged. Wasn't technology supposed to make life simpler? It certainly doesn't seem that way when you peer into your handbag or briefcase to make sure you have all of the charger and connecting cords that come along with your laptop, smartphone and other devices.



A Geneva-based real estate investor however is introducing a new twist here at Baselworld 2016, the annual watch fair where big brands such as Rolex and Omega and entrepreneurs show off their newest takes on timekeeping.

Among the many combinations of the traditional watch and smart technology, Ali & Co. Geneve SA launched two reversible watches, each equipped with a MasterCard prepaid chip. Starting at under \$100 for a plastic version and ranging higher for a sleek silicone strapped version with a

transparent, patented Quartz movement, Mysterali and Alicious could become a “must have” for travelers.

Perfect for a run, going to the beach, down to the pool, to a club or anyplace you don't want to bring your wallet or purse, but want to be able to access your money, the initial prepaid card version will enable you to load money onto your wrist.

The company is looking at opportunities to expand the concept, including potentially working with a bank to issue a credit card where you get the watch with embedded chip.

To make a payment, you simply put your watch up to a contactless payment terminal and complete your purchase. The chip lasts up to three years, is activated when you purchase the watch, and can be replaced.

A secure digital platform, protected by the latest advances in online encryption, is used to load credit to your account quickly and easily. According to a press statement, “A host of support functions and networked services, such as funds transfer, micro-credit and crowdfunding will be provided for a truly fluid experience on the proprietary Ali & Co platform, available to anyone with an Ali & Co watch. For the first time, manage your purchasing and credit flow the way you've always dreamed of – without obstacles.”

The watches will go on sale in the next couple months at a variety of stores beyond traditional watch retailers as well as the company's website [www.aliandco.com](http://www.aliandco.com).

*Doug Gollan is Founder and Editor-in-Chief of [DG Amazing Experiences](#), an e-newsletter for private jet owners.*

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