

## News Release

### **Meta Watch Partners with Mobile Design Luminaire Frank Nuovo to Create the Next Wave of Functionally Chic “Smart Watches”**

**Helsinki, Finland and Dallas, Texas – February 20, 2013** – [Meta Watch, Ltd.](#) today announced it has partnered with leading mobile phone industrial designer, Frank Nuovo and his company Design Studio Nuovo, Inc. (DSN). Together the companies will collaborate on future evolution and expansion of the Meta Watch™ brand, identity and product line, which includes stylish and highly-functional watches and mobile accessories.

“This collaboration is about building beautifully designed, functional and wearable objects of desire . . . objects that simplify our increasingly digital *lifestyle* experience,” said Bill Geiser, CEO of Meta Watch. “This exciting endeavor, working with Nuovo and his team, brings great value to the future of Meta Watch, including unrivaled creativity and decades of award-winning, world-class experience. The Meta Watch team’s capability is greatly enhanced by DSN’s design knowledge and tremendous success record that spans across all market tiers.”

“We are very excited about the market opportunities associated with wearable computing as well as the level of maturity Meta Watch brings to this emerging space,” stated DSN’s Founder and Creative Director, Frank Nuovo. “The combination of Meta Watch and DSN will draw from their practical knowledge of mobile communications, fashion influences and insight of the new digital marketplace. Together we will launch a series of new creations for this emerging experience, marrying the passion and artisanal aspects of the traditional watch market with the benefits of state-of-the-art, wireless, multipart functionality. Our mass market to luxury and first-hand experiences will bring the highest level of understanding to what is arguably the next big opportunity in the world of mobile lifestyle products.”

#### **About Meta Watch, Ltd.**

Meta Watch is a privately-held company focusing on reinventing the watch as a stylish and relevant mobile accessory. Meta Watch development systems allow developers to quickly and easily extend the interfaces of devices and applications to the wrist. Target markets and applications include: quantified self & mobile health; messaging, alerts, and notifications; carrier value added services; navigation & location-based services; and mobile/music lifestyle enhancement. Meta Watch is based in Dallas, Texas and Espoo, Finland. For more information, visit [metawatch.com](#), [twitter.com/meta\\_watch](#) and [facebook.com/MetaWatch](#).

#### **About Design Studio Nuovo, Inc.**

Design Studio Nuovo, based in Los Angeles, California, is an incubator for developing new ideas and business-savvy design strategy and solutions. It was created and is led by world-renowned designer, Frank Nuovo. DSN specializes in both luxury and mass market design and research, including for new venture activities in the areas of mobile, audio, consumer electronics, entertainment, and mobile applications and services. For more information, visit [dsnuovo.com](#).

#### **About Frank Nuovo**

Frank Nuovo, as Chief of Design, led the Nokia design strategy and organization that catapulted and sustained them as the number one global mobile manufacturer and the world’s fifth most valuable brand. He was also the founding creator, designer and creative director of the mobile luxury communications

brand Vertu, a market pioneer, which he continued to lead over its initial sixteen year history. Nuovo 's DSN associates are a select group of leading experts who worked closely with him during the creation of both of these success stories.

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Contacts:

Media Contacts:

Shannon Cortina, Springboard Public Relations 732-863-1900 ext 203  
[shannon.cortina@springboardpr.com](mailto:shannon.cortina@springboardpr.com)