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### INTERNATIONAL WATCH: IN FOCUS

#### WATCH OF THE DAY



Terranaut III Trail

#### IW FEATURE



Inside the Case

#### LEADING WATCH RETAILERS



Kurt Russell and Levinson...

#### ONLINE EXCLUSIVE



Harry Winston on iPad

### CORUM WATCHES FOR IPAD

FEBRUARY 29, 2012 @ 11:41 | AUTHOR: SHELDON SMITH | CATEGORY: ONLINE EXCLUSIVE

<< Return to Previous Page

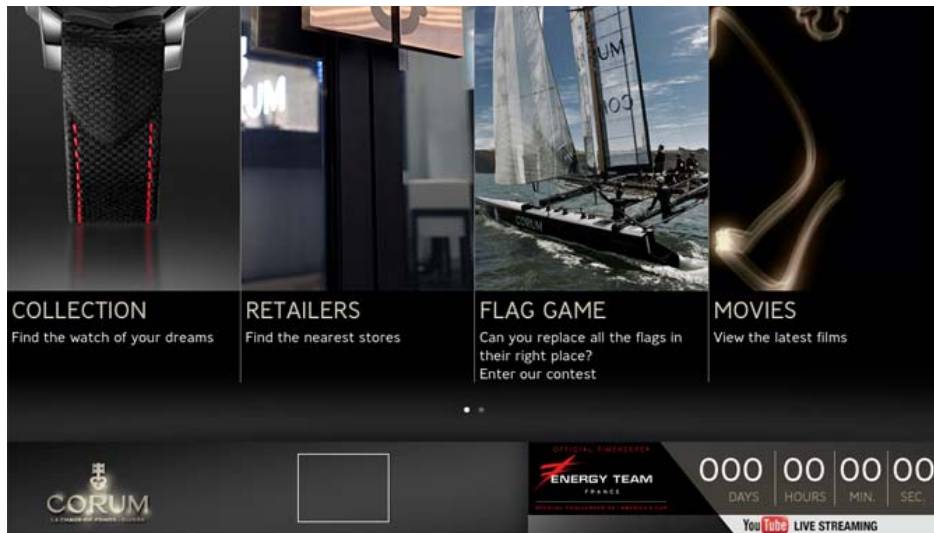


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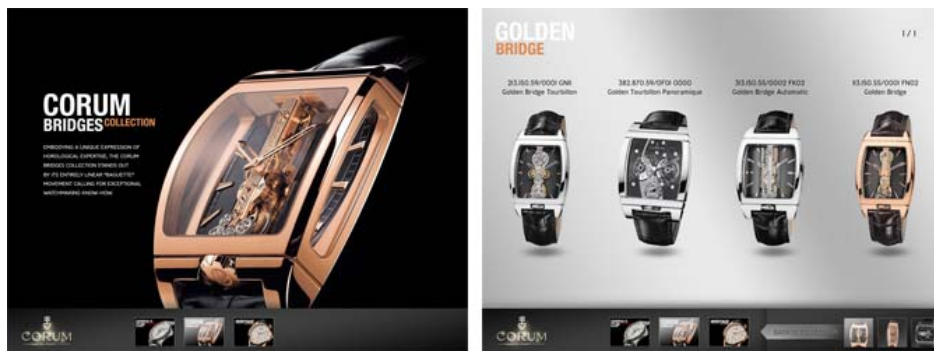
» SIGN UP NOW «

Numerous watch companies are realizing the value of taking their traditional print brochures onto the iPad and Corum Watches is no different. Corum released an iPad app last November, and like with many of the other first generation iPad apps from Swiss watch companies, this iPad app has a compendium of features that makes the traditional sales brochure old hat. Corum, known for its Admiral's Cup sport series and Corum Bridges tonneau shaped watches, highlights these lines with movies, a neat little matching game, news about the brand, and authorized dealer locations utilizing the iPad Google map feature.

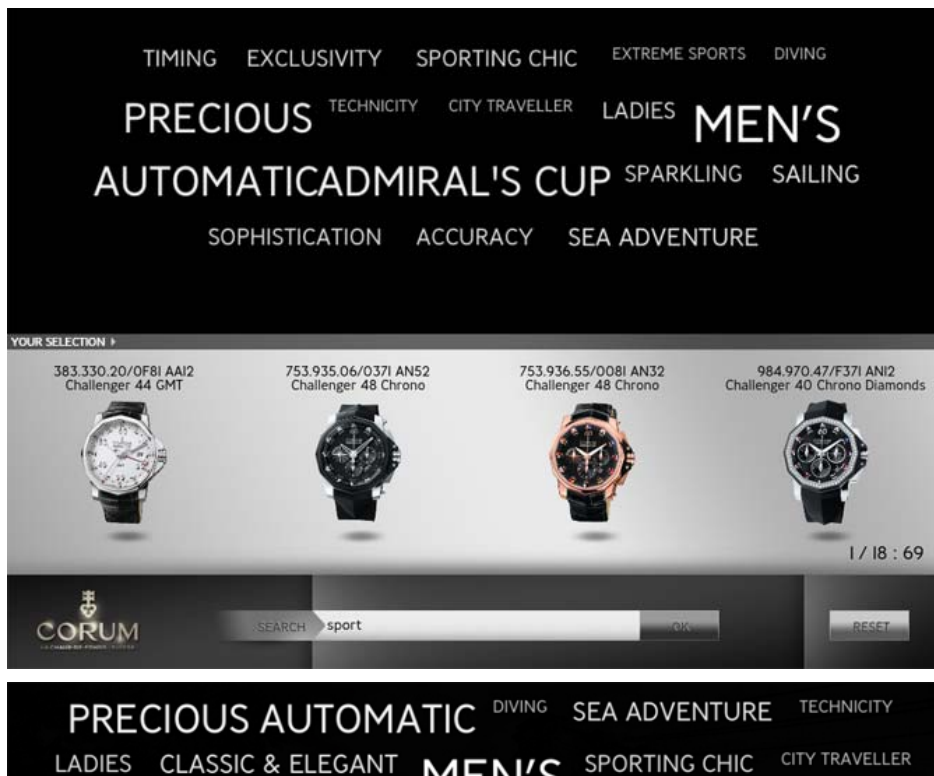


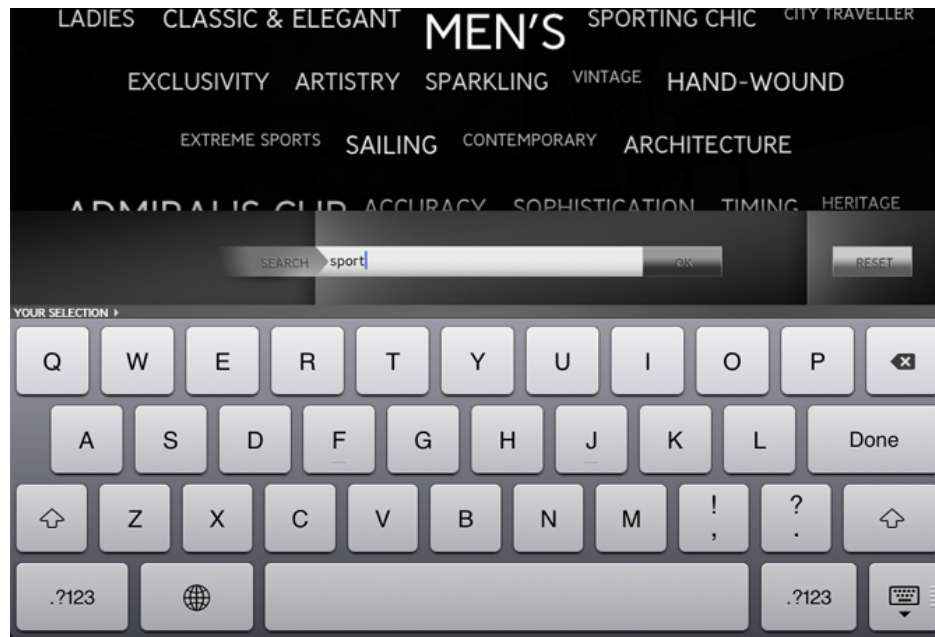


The user is presented with the collection catalog showing each Corum watch complete with the details of each feature, similar to what one would find in a traditional glossy brochure. But unlike with a glossy brochure, when the user finds a watch that catches his or her eye, they can copy the image to their iPad, add it to the favorites section within the iPad app, or be more public about their Corum infatuation by posting it to their Facebook or Twitter account or emailing it to someone as a not-so-subtle gift idea.



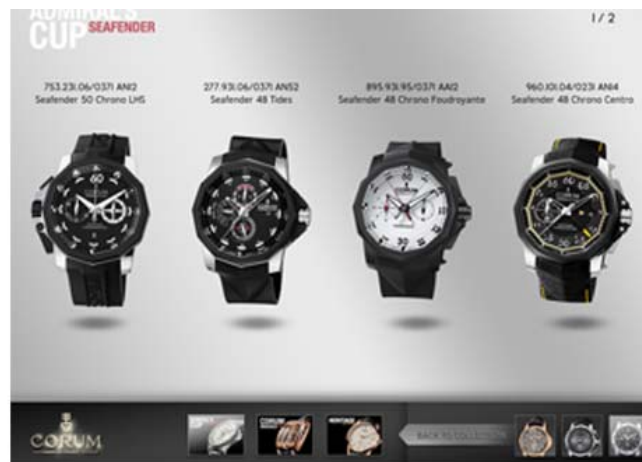
With 159 different combinations in its line, Corum included a "Mood Selector" feature. Although one's mood really never changes when using the app, this feature allows the user to enter watch qualities such as "sports" or "sparkling." Once entered, the Corum app will narrow the product line down from a 159 watches to a more discernible 20 to review, examine, and become infatuated.





To kill time while waiting at the airport or train station, as well as to highlight its sponsorship of Energy Team-France's entry into the America's Cup, Corum added a matching game utilizing International Code of Signal flags and the point of the game is to place them in the correct position onto a Corum America's Cup watch. Making it through the game in the fastest time allows the user potentially to win a weekend for two at the America's Cup World Series.

The app also has similar network-dependent features as other first generation iPad apps of this genre with the intent for dynamically updated content from the company's website. Dynamic content is good in concept, but it is only as good as the network connection and how often content is updated on the company's website. The Corum app does contain movies and their latest industry news from their website's RSS feed, but unlike other, larger iPad apps, this app is highly network dependent for its content and there are not many actual features resident on the device. The Corum app is considered small at 176 megabytes and unfortunately it shows in its functionality. The app can only be read in landscape mode and does not rotate into portrait mode. As an electronic brochure conveying the breadth of the Corum line, this app hits the mark. But when compared to other Swiss watch companies' iPad apps—when it takes users weeks to make it through the literature, this app falls short. Nevertheless, Corum has made a solid entry into the iPad arena with an app that certainly conveys the company's provenance, heritage, and innovation.



#### Specifications

Corum Watches

Version 1.2

Last Updated: 29 December 2011

Size: 176 MB

Language: English

Compatible with iPad; Requires iOS 4.1 or later

1 Comment



**George**

March 10, 2012

Well done Stuff, seems to work well. However, some suggestions for improvement for the iPhone version:-  
Make font size a global user setting. It's awkward and just plain annoying

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