

Fossil launches a hybrid 'smart' smartwatch model that is worth experiencing

Fossil Hybrid F is equipped with many advanced features.

Fossil Group, one of the world's largest fashion and jewelry groups, today launched Hybrid HR, a very notable rookie of the 'hybrid' smartwatch lineup.).

Fossil's Hybrid HR is equipped with many advanced features, such as 'electronic ink', which helps the device always display important information such as text messages, alerts, caller ID, heart rate and activity tracking while not consuming too much battery - quite similar to the Always-On Display feature often found on Samsung smartphones.

Battery life is also a noticeable factor on this watch. Fossil claims that Hybrid HR can serve you continuously for nearly 3 weeks with basic tasks and needs. Another important thing to note is that the Hybrid HR does not use the popular smartwatch operating system, WearOS, instead, it runs on a proprietary platform developed internally by Fossil, which enhances compatibility between Hardware is software.



A few highlights on Hybrid HR:

1. **Always-on Display:** Automatically displays incoming text messages, caller ID, app alerts and contextual information such as weather updates, second time zone and more.

2. **Custom unlimited:** Allow users to arbitrarily select the wallpaper, customize specific functions for each button.
3. **Good battery life:** With all the features enabled, Hybrid HR can still last for more than 2 weeks on a single charge.
4. **Comprehensive health monitoring:** Displays health indicators including heart rate, steps, calories consumed and intensity and duration of exercise, allowing users to log exercise, track sleep sleep and measure progress over time.

Hybrid HR will go on sale at the end of the year shopping with prices starting from 195 USD in the US market.

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