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JACOB JENSEN DESIGN PRESENTS NEW SMART BRACELET ON SHOWSTOPPERS

Danish design at the finest merged with the latest innovative technology: Jacob Jensen Design will showcase their newest design piece; the *HALO Smart Bracelet*. A fashionable bracelet, that connects with a smartphone and provides gesture recognition technology including emergency safety positioning for women. Meet Chief Designer and Professor of Industrial Design, Timothy Jacob Jensen, at ShowStoppers.

Smartwatches, fitness bands and intelligent headsets are all accessories that many people now use to make their everyday lives smarter. On ShowStoppers, the internationally recognized Danish design studio Jacob Jensen Design introduces a new type of wearable, the *HALO Smart Bracelet*.

Designer: A smart wearable that looks out for your loved ones

Jacob Jensen Design set out to create a different wearable, where the smart functionality was integrated in the design to such a degree that it resembled a stylish piece of jewelry:

“We have designed a wearable, where form and function has been combined to express beauty and femininity. The smart functionality is not visible but built into the design. We wanted to create a smart wearable, that appeals to females by being fashionable,” says group CEO and chief designer, Timothy Jacob Jensen and continues:

“However, the *HALO Bracelet* is indeed smart. It focuses on one primary function - emergency safety for women. The bracelet is paired with the user’s smartphone via Bluetooth and allows the user to activate an S.O.S. distress alert at any time by tapping the product rapidly three times. The alert is transmitted by the user’s smartphone to her assigned contacts. We have designed a piece of jewelry that looks out for your loved ones”.

Smart design made pure, perfect and enduring

HALO Bracelet provides gesture recognition technology to trigger a phone call, activation of the smartphone camera, sound recording or music. It is waterproof, and fully charged the battery lasts more than four weeks.

Jacob Jensen Design has made the cover easy changeable and designed a selection of covers, all in the pure minimalistic design language, which has made the Jacob Jensen Design the leading entity on the international design scene for more than half a century. The Halo Smart Bracelet can even be worn as a bracelet, a brooch or a necklace by easily removing the cover from the bracelet frame.

The *HALO Bracelet* will be available from mid 2016 through leading fashion and technological channels. See the video about the design of the Halo Bracelet by Jacob Jensen Design [here](#)



About Jacob Jensen Design

Jacob Jensen Design is Scandinavia's oldest and most award-winning design studio. With more than half a century's worth of experience in innovation, technology and communication, Jacob Jensen Design provides complete design solutions for companies all over the world, helping them become leaders in their industry. Jacob Jensen Design has design studios in Hejlskov, Shanghai and Bangkok.

Collaborating closely with a network of partners, Jacob Jensen Design produces and markets a broad range of lifestyle products under the brand of JACOB JENSEN. Its characteristic clean design language, created by Jacob Jensen and refined and developed further by his son Timothy Jacob Jensen, has proven remarkably time resistant and is still growing. See the collection here.

Jacob Jensen's characteristic minimalist design language has proven to have global appeal and to be exceptionally enduring. With more than 800 products reaching the market, Jacob Jensen Design is among the world's most highly recognized studios today. Jacob Jensen Design's esteemed clients include Bang & Olufsen, Ecco, Gaggenau, GE, Haier, LG, Steinway Lyngdorf, Toshiba, Vertu and Volvo. The company is represented at museums all over the world including 21 products in the permanent collection of The Museum of Modern Art in New York.

For more information:

- View the latest Global Group Catalogue here
- Visit our website www.jacobjensen.com
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