

## Press release

Opfikon, December 14, 2020

## Sunrise launches a children's smartwatch with eSIM

- **Sunrise is marketing the XPLORA X5 Play eSIM, a new generation of smartwatches for kids.**
- **With the XPLORA Watch, children can make calls, send voice messages and press an SOS button in emergency situations. The GPS feature allows parents to track the whereabouts of their children on their own smartphones.**
- **The XPLORA Watch is available now, at a price of just CHF 12.25 in a pack with the We Connect subscription, instead of CHF 17.25/month (24 months).**

"After launching the Blabloo kids smartphone, Sunrise is now offering another product specially designed for children. The XPLORA Watch without Internet access is perfect for helping young beginners learn how to use digital media", explains André Krause, CEO of Sunrise.

The XPLORA X5 Play eSIM smartwatch is very easy to use and child-friendly. The watch's key features include making calls and sending voice mails and text messages to up to 50 contacts defined by the parents. The XPLORA app ([iOS/Android](#)) has a GPS function that can tell parents where their child currently is (real-time transmission). The XPLORA Watch also comes with an SOS button. If the child holds this button down for several seconds, an emergency call will be made to the two designated emergency phone numbers. Another special feature of this watch: The watch has a built-in electronic SIM. That means it does not need a physical SIM card, which typically needs to be inserted or replaced, or can go missing.

The XPLORA smartwatch does not have Internet access and has a step counter to encourage children to get exercise. The watch is also both water and dirt-proof.

Customers who take out a [We Connect watch](#) subscription by January 17, 2021 can benefit from the introductory offer for the XPLORA Watch, in a pack with the We Connect watch subscription, at CHF 12.25/month instead of CHF 17.25/month for 24 months. The subscription includes: Unlimited calls and voice messages within Switzerland, unlimited data usage (up to 2 Mbit/s) in Switzerland, 200 MB data usage and 30 minutes of calling in Europe. The smartwatch can also be purchased prepaid without a subscription, for a one-time payment of CHF 175.-, or with a device plan with a deposit of CHF 1.- and CHF 7.25 per month on a 24-month contract.

More info at: [www.sunrise.ch/kids](http://www.sunrise.ch/kids)

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