

World Champion Boxer Carl Froch Puts SmartWatch 3 From Sony Through Its Paces

London, United Kingdom - Sony Mobile Communications ("Sony Mobile") has partnered with former world champion boxer, Carl Froch MBE, as part of a new European fitness campaign to put the flagship wearable device, [SmartWatch 3](#), through its paces.

Carl, who retired from professional boxing in July 2015 after a stellar career, took on the challenge of logging and monitoring his fitness and training regime for one week using SmartWatch 3, to show how SmartWear from Sony can be integrated into everyday training programmes.

Captured on film, Carl gives a blow-by-blow account of his week and shows how the various features and device apps can help monitor, track and in Carl's case, encourage fitness enthusiasts to beat their personal best - pushing fitness levels further than ever before.

Using personal fitness tracking apps such as LifeLog from Sony and Endomondo, as well as standalone GPS, Weather and built-in memory for Music, Carl demonstrates how the device encourages 'smart running', which allows users to exercise without carrying their smartphones, due to SmartWatch 3's integrated WiFi and Bluetooth® technology.

SmartWatch 3 is a premium wearable device from Sony, combining advanced biometric technology with Google's Android Wear operating system, in a sleek, IP68 water-protected¹ design.

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Fitness vlogger and personal trainer, Carly Rowena, was given a ringside seat for Carl's training log; receiving an insight into how the 38-year-old trains, monitors and analyses his fitness over one week.

SmartWatch 3 also offered Carl the chance to see how his fitness levels and daily routine had changed since retirement – having reduced his training from 3-4 times a day, to one daily workout.

Carl shows that the fitness companion also allows users to keep updated on social media feeds, as well as receive text and call notifications on-the-go - and with a handy battery life of up to two days², there was no need to worry about charging SmartWatch 3 every night.

Hinting at a comeback to the ring, Carl Froch says: *"When Sony Mobile asked me to be their European fitness ambassador on this campaign I had to say 'yes'. My fitness has always been a crucial part of my daily life – when I was a pro boxer and even now that I'm retired.*

"Since stepping away from the sport, I've been looking at new ways to stay fit, and SmartWatch 3 is a great piece of technology that I've built into my regime to track my training and help me prepare for any comeback I may have in the near future."

Carly Rowena said of working with Carl: *"It was a fantastic opportunity to work with Carl and Sony Mobile to get some in-depth insight into a top athlete's training.*

"Using data captured with SmartWatch 3, I was able to understand and analyse Carl's week, showing the different types of exercises he completed and how this affected the challenges he had set himself, and goals. Features such as the standalone GPS proved ideal, as Carl

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could go for a run, with all information tracked and ready for review later.”

Designed as the perfect accompaniment to Xperia and other Android smartphones, even when you don't have your phone on you, users can work out, listen to music and track their day, on the go.

SmartWatch 3 from Sony is [available now from Sony Mobile's online store.](#)

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1 SmartWatch 3 is water and dust protected as long as you follow a few simple instructions: you can't take SmartWatch 3 deeper than 10m of water and for longer than 30 minutes; and the water should be fresh water. Casual use in chlorinated pools is permitted provided SmartWatch 3 is rinsed in fresh water afterwards. No seawater and no salt water pools. Abuse and improper use of device will invalidate warranty. SmartWatch 3 has an Ingress Protection rating of IP68.

2 Based on normal usage