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LILY™

SMALL, STYLISH SMARTWATCH

NEW PRODUCT ANNOUNCEMENT

OVERVIEW | FEATURES | COMPARISON | CONFIGURATIONS
SPECIFICATIONS | MERCHANDISING | COMPATIBILITY

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MARKETING MEMO

Jan. 27, 2021



PRODUCT OVERVIEW:

Lily is the small and stylish smartwatch you’ve been waiting for. With a flick of your wrist or a tap of your finger, the stylish patterned lens lights up to reveal a bright touchscreen display that disappears when you’re done with it. Always be connected to what matters with call, text and email notifications¹ right on your wrist. This smartwatch even tracks steps, sleep, heart rate, energy levels, women’s health data and more to help keep up with your lifestyle². And — with a battery that lasts up to 5 days between charges — it really can keep up.



SPORT EDITION

Silicone Band and Aluminum Bezel



CLASSIC EDITION




Italian Leather Band and Stainless Steel Bezel

KEY FEATURES:

NEW	STYLISH DESIGN AND HIDDEN DISPLAY	Small, stylish smartwatch complements your look with a unique patterned lens that reveals a bright touchscreen display with a tap
	SPORT OR CLASSIC EDITIONS	Choose from classic or sport designs with a variety of color, metal and band options — including leather and silicone — so you can find the perfect piece to fit your look
	ALL-DAY HEALTH MONITORING	Understand your body by monitoring your respiration, Pulse Ox ³ , energy levels, menstrual cycle, pregnancy, hydration, all-day stress, sleep and heart rate (including alerts if it stays too high or too low) ²
	SMART NOTIFICATIONS	Stay connected with smart notifications ¹ for incoming calls, text messages, calendar reminders and more
	SPORTS APPS	Tracks yoga, Pilates, cardio, mindful breathing and more with sports apps; connects to your compatible smartphone's GPS to accurately track outdoor walks, runs and more
	SAFETY AND TRACKING FEATURES	Assistance feature sends your real-time location to emergency contacts ⁴ ; the LiveTrack feature lets friends and family track your outdoor activities in real time for peace of mind while you're out
	CONNECTED GPS	Connects with your compatible smartphone's GPS to track outdoor walks, runs and more



PRODUCT COMPARISON:

	vivoactive® 4S	vívomove® 3S	Lily
			
Text response ¹ (Android™ device only)	•	•	•
Smart notifications ¹	•	•	•
Music storage and playback	•		
Music player controls	•	•	•
Connect IQ™ support	•		
Garmin Pay™ contactless payment solution	•		
Safety and tracking ⁴	•	•	• (LiveTrack and assistance only)
Body Battery™ energy monitoring	•	•	•
Pulse Ox sensor ³	•	•	•
Wrist-based heart rate ²	•	•	•
Respiration tracking	•	•	•
Hydration tracking	•	•	•
Women's health tracking	•	•	•
V02 max/fitness age	•	•	•
All-day stress tracking	•	•	•
On-screen, animated workouts	•		
Fitness tracking	•	•	•
Floors climbed	•	•	•
Advanced sleep ²	•	•	•
Connected GPS	• (Built-in)	•	•
Sports apps	20+ (Built-in)	7 (Built-in) (Download more from Garmin Connect™ app)	Download from Garmin Connect
Display type	MIP Fully interactive color display	OLED Analog hands with interactive monochrome display	Liquid Crystal Interactive monochrome display
Display resolution	218 x 218 pixels	64 x 132 pixels	240 x 201 pixels
Battery life	Up to 7 days (smartwatch mode) Up to 5 hours (GPS + music mode)	Up to 5 days (smartwatch mode) Up to 1 additional week (watch mode)	Up to 5 days (smartwatch mode)
Water rating ⁵	SWIM, 5 ATM	SWIM, 5 ATM	SWIM, 5 ATM

PRODUCT CONFIGURATIONS:

SCHEDULE B: 8517.62.0050
HTS: 8517.62.0090

SPORT EDITION:



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Sport Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Cream Gold Bezel with White Case and Silicone Band	010-02384-00	753759266394	\$199.99	\$259.99



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Sport Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Rose Gold Bezel with Light Sand Case and Silicone Band	010-02384-01	753759266400	\$199.99	\$259.99



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Sport Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Midnight Orchid Bezel with Deep Orchid Case and Silicone Band	010-02384-02	753759266417	\$199.99	\$259.99

CLASSIC EDITION:



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Classic Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Dark Bronze Bezel with Paloma Case and Italian Leather Band	010-02384-A0	753759266455	\$249.99	\$329.99



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Classic Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Cream Gold Bezel with Black Case and Italian Leather Band	010-02384-A1	753759266462	\$249.99	\$329.99



AVAILABLE	INCLUDES	COUNTRY OF ORIGIN		
January 2021	Lily - Classic Edition, charging/data cable, documentation	Made in Taiwan. Cable made in Taiwan or China.		
DESCRIPTION	SKU	UPC	MRP (USD)	MRP (CAD)
Gold Bezel with White Case and Italian Leather Band	010-02384-A3	753759266479	\$249.99	\$329.99

PHYSICAL SPECIFICATIONS:

Unit dimensions (WxHxD):	1.36" x 1.36" x 0.40" (34.5 x 34.5 x 10.2 mm)
Display size:	1.00" x 0.84" (25.4 x 21.3 mm)
Display resolution (WxH):	240 x 201 pixels
Display type:	TFT LCD
Weight:	0.87 oz (24.0 g)
Battery type:	Internal rechargeable lithium-ion battery
Memory/History:	7 timed activities; 14 days of activity tracking data

Wireless:	BLUETOOTH® technology
Lens material:	Corning® Gorilla® Glass 3 lens
Water rating:	Swim, 5 ATM
Battery life:	Up to 5 days (smartwatch mode)
Bands:	14 mm interchangeable bands
Band size:	Fits wrists with circumferences of 110-175 mm
Accessory band size (sold separately):	Silicone: fits wrists with circumferences of 110-195 mm Leather (large): fits wrists with circumferences of 120-195 mm

PACKAGING SPECIFICATIONS:



Lily - Sport Edition	
Gift box dimensions (WxHxD):	3.9" x 3.7" x 2.2" (10.0 x 9.4 x 5.6 cm)
Gift box weight:	4.3 oz (122 g)
Master carton dimensions (WxHxD):	17.1" x 13.6" x 14.8" (43.5 x 34.5 x 37.7 cm)
Master carton weight:	23.4 lbs (10.6 kg)
Master carton quantity:	72

Lily - Classic Edition	
Gift box dimensions (WxHxD):	3.9" x 4.0" x 2.2" (10.0 x 10.1 x 5.6 cm)
Gift box weight:	4.2 oz (120 g)
Master carton dimensions (WxHxD):	17.1" x 13.6" x 14.8" (43.5 x 34.5 x 37.7 cm)
Master carton weight:	23.1 lbs (10.5 kg)
Master carton quantity:	72

PRODUCT COPY:

Product copy for Venu can be downloaded from the [Dealer Resource Center](#).

COMPATIBLE PRODUCT OVERVIEW:

GARMIN INDEX™ S2 SMART SCALE



See [Garmin.com](#) for details and available devices.

VIDEOS:

LILY VIDEO



MERCHANDISING:

DUMMY UNITS

SKU: 010-M2384-00
UPC: 753759268756



SKU: 010-M2384-01
UPC: 753759268763



SKU: 010-M2384-02
UPC: 753759268770



ACRYLIC PEDESTAL



This display is designed for small, narrow spaces and should be used inside a glass case. When featuring multiple products, pedestals may be merchandised side by side. Use with a dummy unit and small product card, both ordered separately.

SKU: M00-10769-00
Size: 2.875" W x 2.875" D x 0.709" H

TRAY KIT SYSTEM



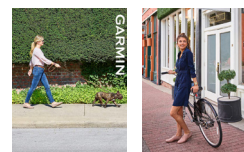
This display is great for small spaces and should be used inside a glass case. It displays up to two Garmin dummy units on each tray kit. For larger product assortments, tray kits may be merchandised side by side. Use with dummy units, small product cards, medium product cards, common features product cards, brackets, graphic back panels and trays, all ordered separately.

SMALL TRAY



SKU: M00-00527-00
Size: 7" W x 6" D

WELLNESS GRAPHIC BACK PANEL FOR THE TRAY KIT



SKU: M00-00426-00
Size: 7" W x 9" H

This is one panel with artwork shown on both sides.

ACRYLIC NONPOWERED FREESTANDING DISPLAY WITH WHEELS



This display ships as one full piece with wheels, is nonpowered, great for small narrow spaces and includes a lock and key. These displays are fully customizable and fit a variety of Garmin products. You can display up to 12 Garmin dummy units. Use with dummy units, small product cards, medium product cards, common features product cards, brackets and the graphic backer, all ordered separately. Contact your inside sales rep or order administration representative to place an order for the display if you meet the order requirements.

SKU: M00-10756-00
Size: 16" W x 15" D x 68.5" H (approximately)
Delivered by FedEx Freight
Weight on pallet: 150 lbs (approximately)
Dimensions on pallet: 48" W x 40" D x 80" H (approximately)

FITNESS GRAPHIC BACKER FOR THE ACRYLIC NONPOWERED FREESTANDING DISPLAY



Customize your acrylic display with this magnetic graphic backer that is easy to install on the inside of the case door.

SKU: M00-00536-00
Size: 14.350" W x 35" H

INTERCHANGEABLE MERCHANDISING COMPONENTS THAT CAN BE USED ON THE PEDESTALS, TRAY KITS AND THE ACRYLIC NONPOWERED FREESTANDING DISPLAY:

SMALL PRODUCT CARD

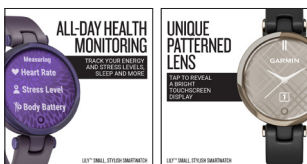
Size: 2" H x 2.5" W



SKU: M00-00762-00

MEDIUM PRODUCT CARDS

Size: 3.5" H x 3.25" W



SKU: M00-00762-01

WEARABLES BRACKET

Size: 4.0" H x 1.5" W



SKU: M00-10751-00

TRAY KIT/ACRYLIC FREESTANDING DISPLAY COMMON FEATURES PRODUCT CARD - WEARABLES

Size: 6.75 H x 4" W



SKU: M00-00817-00

MERCHANDISING (CONTINUED):

GARMIN BRANDED GRAY COUNTERTOP/FREESTANDING VIDEO DISPLAY

Order these components to build your Garmin branded gray countertop/freestanding video display: dummy units, brackets, SD™ card, product card, common features product card and graphic. You can also order these components to update your existing countertop or freestanding display.

Contact your inside sales rep or order administration representative to place an order for the components or full display if you meet the order requirements.

Freestanding display size:
24" W x 60" T x 20" D



Countertop display size:
12" W x 17.75" T x 14" D



Final artwork is subject to change from images shown in the merchandising section. For more information on merchandising, please visit the Dealer Resource Center at Garmin.com.

ACCESSORIES:

DESCRIPTION	SKU	UPC	MSRP (USD)	FITS WRIST	
White Silicone	010-13068-00	753759266516	\$29.99	110–195 mm	
Light Sand Silicone	010-13068-01	753759266523	\$29.99	110–195 mm	
Deep Orchid Silicone	010-13068-02	753759266530	\$29.99	110–195 mm	
Paloma Italian Leather	010-13068-A0	753759266547	\$59.99	110–175 mm	
Black Italian Leather	010-13068-A1	753759266554	\$59.99	110–175 mm	
White Italian Leather	010-13068-A3	753759266561	\$59.99	110–175 mm	
Paloma Italian Leather (Large)	010-13068-A4	753759275648	\$59.99	120–195 mm	
Black Italian Leather (Large)	010-13068-A5	753759275655	\$59.99	120–195 mm	
White Italian Leather (Large)	010-13068-A6	753759275662	\$59.99	120–195 mm	

DESCRIPTION	SKU	UPC	MSRP (USD)	
Charging/data clip	010-11029-19	753759206857	\$24.99	

¹When paired with a compatible smartphone; see Garmin.com/ble

²See Garmin.com/ataccuracy; sleep tracking available when paired with your compatible smartphone; see Garmin.com/ble

³This is not a medical device and is not intended for use in the diagnosis or monitoring of any medical condition; see Garmin.com/ataccuracy. Pulse Ox not available in all countries.

⁴When paired with a compatible smartphone; see Garmin.com/ble. For safety and tracking features requirements and limitations, see Garmin.com/safety.

⁵See Garmin.com/waterrating

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