



## Case Study: Gore Venting Technology for 5 ATM Waterproof Smartwatch

# Empowering Smartwatch Advancements: A Waterproofing Triumph

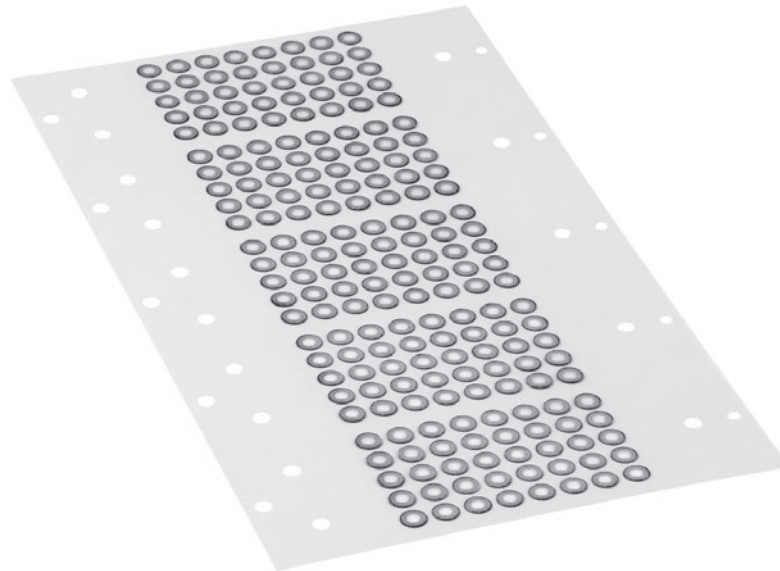
### ? CHALLENGE

Back in 2019, waterproofing technology became increasingly popular in high-end wearable devices. Soon after, the trend also reached more mid-tier brands. **To stay relevant in the evolving market**, a renowned Chinese company for mobile electronics planned on upgrading their more cost-effective model by adding **5 bar water protection** to its features. However, crafting a waterproof design was uncharted territory for their ODM. Luckily, Gore knew exactly how to help.

"It was our customer's first time using waterproofing technology. Every aspect, from assembly to testing, was an entirely new process for them. They needed a partner with the right resources and expertise to succeed."



**Abel Li, Product Specialist**





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### SOLUTION

At that time, only three companies offered products that could meet the ODM's strict requirements. Nonetheless, the customer was looking for more than just reliable performance – they also needed a **partner who was able to offer extensive support and guidance.**

This is where Gore stood out from the competition: Our engineers did not only introduce our solution to the customer's team, but also **taught them hand in hand** how to use it correctly. We shared valuable information on assembly and installation, and most importantly, we provided the ODM with crucial design guidelines and insights on how to conquer acoustic challenges.

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#### THE TECHNOLOGIES BEHIND THE SOLUTION: GORE® ACOUSTIC VENTS AND GORE® PRESSURE VENTS

In order to meet our customers' waterproofing needs without compromising acoustic quality, we chose to combine two powerful technologies: GORE® Acoustic Vents and GORE® Pressure Vents, each individually adjusted to the ODM's requirements.

For detailed specifications and in-depth information on both technologies, please visit [gore.com/acoustic-vents](https://gore.com/acoustic-vents) or [gore.com/pressure-vents](https://gore.com/pressure-vents).

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"The ODM was not very familiar with the waterproofing industry and had numerous questions. We helped them face any challenges they encountered."



Tracy Tou, Field Sales

Despite the ongoing pandemic, we extended our support to the ODM's manufacturing site once the solution was ready for assembly. The Gore team on site helped our customer **solve any issues that arose during installation**, including flaws impacting the device's acoustic quality.



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### RESULTS

With the help of Gore's unwavering support and expertise, our customer achieved a significant milestone by successfully creating their first waterproof smartwatch, maintaining their ability to compete in the growing market. Here are further wins of the project:

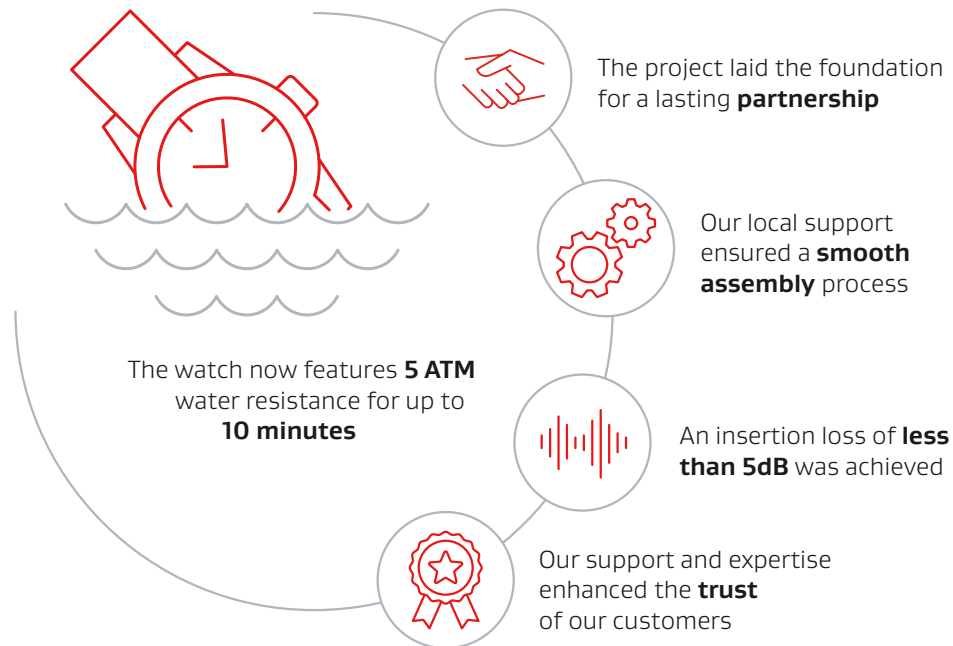
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Or check out more of our case studies: [gore.com/mestories](https://gore.com/mestories)

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# Why Choose GORE® Portable Electronic Vents for Your Electronic Devices?

Leading OEMs have purchased over 10 billion GORE® Portable Electronic Vents because they know our products and services can help accelerate their development of innovative and differentiated devices in fast-paced, highly competitive markets.

## PRODUCT AND APPLICATION LEADERSHIP

Grounded in a deep understanding of material science and acoustics, Gore can provide the optimum venting solution. We balance trade-offs between diverse problems such as adverse operating environments, immersion events and acoustic performance.

## RELIABLE PERFORMANCE

To ensure products are “fit for use”, every Gore product must adhere to the highest standards of quality, performance and reliability. Through a comprehensive understanding of end-use applications and requirements, our products do what they say they will do.

## FAST DEVELOPMENT

The mobile electronics industry develops and releases new products quickly. Our fast response to customer requests during the development process sets us apart. Gore supports this need for quickness with designs and prototypes to ensure engineering teams can meet their project timelines and their application requirements.

## SUPPLY SECURITY

Leading OEMs specify Gore because we have consistently proven our ability to quickly ramp up to supply vents for projects of over 10 million devices per year and to continue to supply high quality products on-time without disruption.

## MATERIAL SCIENCE

Gore is a global materials science company dedicated to transforming industries and improving lives. Gore develops materials with microporous structures that provide desirable attributes and performance characteristics to engineer vents and other products used in a variety of markets and industries.

## GLOBAL SUPPORT

Our global teams of sales associates, application engineers, manufacturing engineers, and research personnel enable us to provide agile and robust support to customers around the world.

## Interested in Testing Our Products or Talking to Our Experts?

For additional assistance, please contact a Gore representative.

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