

# Apple Watch excites advertisers

At the *Consumer Electronics Show* in Las Vegas, marketing firm TapSense shows how businesses could attract customers via the Apple Watch



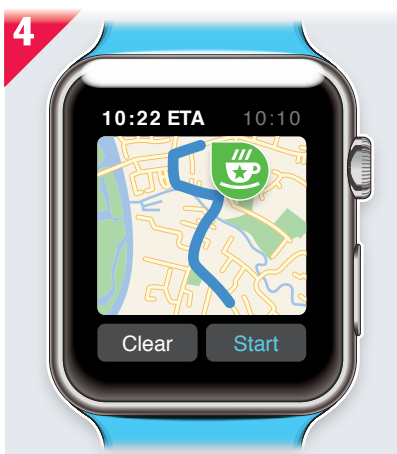
**1** Wearer taps smartwatch screen to launch coffee shop's free app



**2** App can display business-themed interfaces such as watch face



**3** Force Touch display allows user to press to reveal context menu...



**4** ... which shows up to four options, such as map to nearest store