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# This is how Swiss watchmakers are fighting back against Apple Watch

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All those [Apple Watch videos](#) revealing the technical beauty of the device might make you think Apple has bested the traditional watch industry even in the realm of presentation. Not true.

A new video from [HYT](#), a luxury watch company from Switzerland, delivers just as much design flourish and dramatic punch as any Apple Watch video. The video presentation for the HYT H3, a hydro-mechanical watch, looks like a cross between a space port docking and the creation of a super robot. We're not exactly sure if all the robotics in the video have anything to do with hydro-mechanics, but one thing is clear: it's badass.

The [Apple Watch](#) hasn't killed the Swiss watch, it just inspired the industry to reinvent its approach to design swag.