

ESTTA Tracking number: **ESTTA32846**

Filing date: **05/11/2005**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91117378
Party	Plaintiff OMEGA, S.A. ,
Correspondence Address	JESS M. COLLEN COLLEN IP THE HOLYOKE-MANHATTAN BLDG. 80 SOUTH HIGHLAND AVENUE OSSINING, NY 10562
Submission	Brief on Merits for Plaintiff
Filer's Name	Jeffrey A. Lindenbaum
Filer's e-mail	jlindenbaum@collenlaw.com, jcollen@collenlaw.com
Signature	/Jeffrey A. Lindenbaum/
Date	05/11/2005
Attachments	65555.pl trial brief_20050511224316.pdf (13 pages) 65555 not rel_20050511225251.pdf (133 pages)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

-----	X	
	X	
OMEGA, S.A.,	X	
	X	
Opposer,	X	
	X	
v.	X	Opp. No. 117,378
	X	Serial No. 75/282523
PANCHACHARAM, SHAWN,	X	
	X	
Applicant	X	
	X	
-----	X	

**PLAINTIFF'S TRIAL BRIEF IN SUPPORT OF ITS
OPPOSITION TO APPLICATION NO. 75/282,523**

Plaintiff, Omega, S.A., ("Plaintiff") hereby files this Brief in support of its Opposition to Defendant, Shawn Panchacharam's ("Defendant") Application No. 75/282,523 for the mark OMEGABYTE.

I. BACKGROUND

A. Plaintiff, Omega S.A.

Plaintiff is the manufacturer, seller and distributor of the world-renowned OMEGA brand of watches, horological products, and other specialized mechanical and computerized devices. OSA has been manufacturing watches and other timepieces since 1848, and has been using OMEGA and the Greek letter Ω in conjunction with its products since 1894. [Pl. Notice of Reliance Ex. A and B]. Consistently, throughout its long existence, Omega has been recognized as a maker of precision timepieces and other electronic devices of the highest quality.

With the advent of new technology, Omega continued to be a pioneer. An important part of Omega's pursuit of excellence in precision timing is its long involvement in the timing of sporting events. [*Id.*] Omega's pioneering efforts in this area began with the Gordon Bennett balloon race of 1909 in Zurich. In 1932, Omega was the official timekeeper of the Olympic Games. [*Id.*] Its efforts in this area have produced a number of timing innovations: the Omega Time Recorder, an electronic quartz-driven chronograph for timing to the 1/1000 of a second; the first infrared photoelectric cell in 1945; the first Photofinish camera in 1949, and the Scan 'O' Vision computerized imaging device in 1990. [*Id.*] Omega also developed giant matrix scoreboards in 1974, now equipping numerous stadiums, and the first timing electronic data processing center and display in 1978. Most recently, Omega's timing devices were used in the 2004 summer Olympic games held in Greece and broadcast nationally in the United States.

OSA has all right, title and interest in and to, among others, the following United States trademark registrations and applications for the mark OMEGA:

MARK	REG. NO.	GOODS	REG/APP DATE
OMEGA	566,370	Watches and parts thereof and Horological instruments	11/04/1952
OMEGA (& Design)	660,541	Automatic recording machines and electronic apparatus for use in sporting events	04/15/1958
OMEGA (& Design)	708,731	Electronic time recorders for automatic precision timing in science and industry	12/20/1960
OMEGA (& Design)	1,290,661	Computers for calculating information in respect for time and distance	08/21/1984

OMEGA
(& Design)

78/045,789

Retail stores featuring portable
telephones and horological and
chronometric instruments

01/31/2001

[Pl. Notice of Reliance Ex. A].

B. Defendant, Shawn Panchacharam

Defendant, Shawn Panchacharam filed Application No. 75/282,523 for the mark OMEGABYTE on April 24, 1997 for computer hardware and peripherals in International Class 009, and for retail computer stores and wholesale distributorships featuring computers in International Class 035 (“Defendant’s Application”). Defendant’s Application lists a first use in commerce in both Classes 009 and 035 as May 23, 1993. Apart from the description of goods and services noted above, Defendant has placed no further limitations on the scope of protection sought by his Application, and has submitted no evidence of his use of the mark.

II. DISCUSSION

In accordance with § 2(d) of the Lanham Act, the Patent and Trademark Office (PTO) may refuse to register a trademark if it “so resembles” a trademark previously used in the United States by another “as to be likely, when used on or in connection with the goods of the applicant, to cause confusion, or to cause mistake, or to deceive.” 15 U.S.C. § 1052(d) (2000). In determining likelihood of confusion, the United States Patent and Trademark Office Trademark Trial and Appeal Board (TTAB) focuses on whether consumers would mistakenly assume that the applicant’s goods emanate from the same source as, or are associated with, the goods in the cited applications. This determination

is made on a case-specific basis, by analyzing all of the probative facts in evidence that are relevant to the factors set forth in *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357, 177 USPQ 563 (CCPA 1973). *In re Miriam Jacob and Norma Sawdy*, 2004 WL 3060185, 3 (TTAB 2004).

These factors include: (1) the similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation, and commercial impression; (2) the similarity or dissimilarity and nature of the goods; (3) the similarity or dissimilarity of established, likely-to-continue trade channels; (4) the conditions under which and buyers to whom sales are made, i.e. “impulse” v. careful, sophisticated purchasing; (5) the fame of the prior mark; (6) the number and nature of similar marks in use on similar goods; (7) The nature and extent of any actual confusion; (8) the length of time during and the conditions under which there has been concurrent use without evidence of actual confusion; (9) the variety of goods on which a mark is or is not used; (10) the market interface between the applicant and the owner of a prior mark; (11) the extent to which applicant has a right to exclude others from use of its mark on its goods; (12) the extent of potential confusion; and (13) any other established fact probative of the effect of use. See, *In re E. I. DuPont de Nemours & Co.*, 476 F.2d 1357.

No single factor of the likelihood of confusion test is dispositive and a varying range of significance may be attributed to each of the factors depending on the facts presented. *CAE, Inc. v. Clean Air Engineering, Inc.*, 267 F.3d 660, 678 (7th Cir. 2001). Furthermore, the TTAB is not required to analyze each of the thirteen *DuPont* factors in every case. *In re Dixie Restaurants*, 105 F.3d 1405, 1406-1407 (Fed. Cir. 1997). Rather, it need only consider a factor when there is evidence of record on the issue and any one

factor may control a particular case. *Id.* at 1406, 1407. In this case, Defendant has submitted no evidence supporting any of these factors.

All doubt must be resolved against the second comer, as “[o]ne who adopts a mark similar to another already established in the marketplace does so at his peril.” *Sally Beauty Co. v. Beautyco., Inc.*, 304 F.3d 964, 973 (10th Cir. 2002) quoting *Beer Nuts, Inc. v. Clover Club Foods, Co.*, 711 F.2d 934, 941 (10th Cir. 1983) (citations and quotation omitted).

The following factors demonstrate a likelihood of confusion between the Plaintiff’s and Defendant’s mark and supports refusal of Defendant’s Application.

1. Similarity between marks

In the context of the likelihood of confusion analysis, the two central considerations are the similarities between the marks and the similarities between the goods. *In Re Miriam Jacob and Norma Sawdy*, 2004 WL 3060185, 3 (TTAB 2004).

In determining similarity of marks, for the purpose of infringement analysis, three axioms apply: “(1) marks should be considered in their entirety and as they appear in marketplace; (2) similarity is best adjudged by appearance, sound, and meaning; and (3) similarities weigh more heavily than differences.” *Edge Wireless, LLC v. U.S. Cellular Corp.*, 312 F.Supp.2d 1325, 1330 (D.Or. 2003). Courts have noted explicitly the importance of the sound of a protected mark, or of the dominant terms in a trademark. *Forum Corp. of North America v. Forum, Ltd.*, 903 F.2d 434, 440 (7th Cir. 1990). The overall impression that the marks create, as well as any memorable feature of a mark should be considered in analyzing likelihood of confusion. *Corbitt Mfg. Co. v. GSO Am.*,

Inc., 197 F. Supp. 2d 1368, 1375 (D. Ga. 2002); *Id.*; *Henri's Food Prod. v. Kraft, Inc.*, 717 F.2d 352, 356 (7th Cir. 1983); *Blumenfeld Dev. Corp. v. Carnival Cruise Lines, Inc.*, 669 F. Supp. 1297 (E.D.Pa. 1987).

In this case both marks contain the word OMEGA. The addition of the letters "BYTE" to the end of Defendant's mark does not alleviate the highly similar commercial impression created by use of the word OMEGA as part of the mark. *See e.g. Metro Publishing Inc. v. SurfMet Inc.*, 66 U.S.P.Q.2d 1134, 2002 WL 32074709 (N.D. Cal. 2002) (likelihood of confusion found between METRO and SURFMETRO); *In re L.C. Licensing Inc.*, 49 U.S.P.Q.2d 1379, 1998 WL 957056 (Trademark Trial & App. Bd. 1998) (Likelihood of confusion found between LIZ and LIZ SPORT). The strong similarities between Plaintiff's and Defendant's marks supports the finding of a likelihood of confusion.

2. Similarity of the Products

"The rights of an owner of a . . . trademark extend to any goods related in the minds of consumers in the sense that a single producer is likely to put out both goods." *Keystone Consol. Indus. v. Midstates Distrib. Co.*, 235 F. Supp. 2d 901, 909 (D. Ill., 2002) (quoting *E.Remy & Martin Co. S.A. v. Shaw-Ross International Imports, Inc.*, 756 F.2d 1525, 1530 (11th Cir. 1985)). Thus, an inquiry pertaining to product similarity, within the context of the likelihood of confusion analysis, turns upon "whether products are the kind that the public attributes to a single source." *Ty, Inc. v. Jones Group, Inc.*, 237 F.3d 891, 899 (7th Cir.2001) (quoting *McGraw-Edison Co. v. Walt Disney Productions*, 787 F.2d 1163, 1169 (7th Cir.1986)).

A likelihood of confusion exists as long as the goods or services are closely related. *CAE, Inc. v. Clean Air Engineering, Inc.*, 267 F.3d 660, 679 (7th Cir. 2001). Generally, goods and services are deemed “closely related” and thus cause confusion if consumers would reasonably think that they emanate from the same source, or are somehow affiliated with, or sponsored by, the trademark owner. *Sands, Taylor & Wood Co. v. Quaker Oats Co.*, 978 F.2d 947, 958 (7th Cir. 1992); *Seiko Kabushiki Kaisha v. Swiss Watch Intern., Inc.* 188 F.Supp.2d 1350, 1354 (S.D.Fla. 2002); *AutoZone, Inc. v. Tandy Corp.*, 174 F.Supp.2d 718, 729 (M.D.Tenn. 2001).

In this case the Plaintiff has numerous registrations and applications for its OMEGA marks for computer and electronic devices. [Pl. Notice of Reliance Ex. A]. Plaintiff’s Registration No. 1,290,661 specifically includes computers. Plaintiff also has Registrations and Applications for retail stores, including Application No. 78/045,789 for retail stores for electronic devices such as portable telephones (which by their very nature rely on computer chips) and chronometric instruments. [*Id.*].

These are precisely the same goods that appear in Defendant’s application. Defendant has broadly listed in International Class 009 “computer hardware and peripherals.” Clearly, the time related computers listed in Plaintiff’s Registration No. 1,290,661 would fall within this very broad category.

Similarly, the services listed in Defendant’s application include retail computer stores, which create a strong likelihood of confusion with Plaintiff’s retail stores for portable telephones and chronometric instruments. Thus, because of the similarities in the Parties’ goods, there is a strong likelihood of confusion.

3. The Parties Share the Same Trade Channels

This Board consistently holds that where the descriptions of goods in trademark applications are not limited to specific channels of trade or classes of customers, there is a presumption that the parties share the same trade channels. See *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1101 (Cust. & Pat.App. 1976). This is precisely the situation here. Neither party has limited their applications to certain channels of trade. Accordingly, Opposer is entitled to the presumption that the trade channels overlap.

4. The Degree of Care Likely to be Exercised by Consumers

The degree of care likely to be exercised by consumers is properly assessed by considering both parties' potential consumers. *CAE, Inc. v. Clean Air Engineering, Inc.*, 267 F.3d 660, 683 (7th Cir.2001). However, customer sophistication does not equate to trademark sophistication. *Kos Pharms., Inc. v. Andrx Corp.*, 369 F.3d 700, 717 (3d Cir. 2004); *Fuji Photo Film Co. v. Shinohara Shoji Kabushiki Kaisha*, 754 F.2d 591, 596 (5th Cir. 1985). Rather, both Parties use of OMEGA and the similarity of the products to which the parties attach their marks make it highly likely that even an informed and sophisticated consumer will mistakenly attribute the parties' products to a common source. *CAE* at 682 (7th Cir. 2001).

5. Plaintiff's Mark is Undeniably Strong

A trademark's strength is measured by a trademark's distinctiveness. See, *Abercrombie & Fitch Co. v. Hunting World, Inc.*, 537 F.2d 4, 9 (2nd Cir.1976). It is undisputed that Plaintiff's mark is inherently distinctive as it is neither generic nor descriptive. That is, the ordinary definition of the word "Omega" is completely unrelated to Plaintiff's goods and services.

As Plaintiff has used the OMEGA mark since 1894, it is undisputed that Plaintiff's mark has "acquired distinctiveness" and a high degree of consumer recognition. See *TCPIP Holding Co. v. Haar Communications Inc.*, 244 F.3d 88, 100 (2nd Cir.2001). Plaintiff has promoted its mark at some of the most visible events on the world stage, including many Olympic Games, including the 2004 Athens games where Plaintiff's mark was displayed prominently throughout many events. [Pl. Notice of Reliance Ex. B]. Most recently, millions of viewers were exposed to Plaintiff's mark while Michael Phelps and Amanda Beard won over a dozen combined Olympic medals at the swimming arena in Athens that displayed the Omega marks. In fact, Michael Phelps recently accepted an endorsement from Omega S.A.

Plaintiff's mark has also been widely promoted by celebrity "ambassadors" such as Pierce Brosnan, Ernie Els, and Cindy Crawford, advertised in countless periodicals, featured in mainstream Hollywood movies such as the popular James Bond films, displayed at hundreds of televised sporting events, and used in connection with great historical moments, such as NASA's landings on the moon. [Pl. Notice of Reliance Ex. B].

It simply cannot be disputed that Plaintiff's mark has been widely used in commerce. Accordingly, another highly important likelihood of confusion factor - the strength of the senior user's mark - unquestionably favors Plaintiff.

6. Defendants' Use of the Omega mark has Encroached Plaintiff's Natural Zone of Expansion

Plaintiff's rights to the OMEGA mark consist not only of its actual line of products and services, but also to its natural zone of expansion. It is well established that "the first to use a mark is deemed the 'senior' user and has the right to enjoin 'junior' users from using confusingly similar marks in the same industry and market or within the senior user's natural zone of expansion." *Brookfield Communications, Inc. v. West Coast Entertainment Corp.* 174 F.3d 1036, 1047 (9th Cir. 1999) citing *Union Nat'l Bank of Tex., Laredo, Tex. v. Union Nat'l Bank of Tex., Austin, Tex.*, 909 F.2d 839, 842-43 (5th Cir.1990), *Tally-Ho, Inc. v. Coast Community College Dist.*, 889 F.2d 1018, 1023 (11th Cir.1989), *New West Corp. v. NYM Co. of Cal.*, 595 F.2d 1194, 1200-01 (9th Cir.1979).

Plaintiff has continually expanded its business throughout its history. Plaintiff's original use of the OMEGA mark was on "traditional" mechanical watches. Eventually, Plaintiff entered into the additional lines of luxury watches and jewelry. From watches and timepieces, Plaintiff eventually expanded its business into the sports timing industry. Plaintiff sells products for use in many types of aquatic sports such as swimming, diving, and water polo. Plaintiff's sports timing business also extended its use of the OMEGA mark on track and field products including the first photo-finish camera. Plaintiff's sports timing business has also expanded into certain sports where timing is not an essential element, such as golf. [Pl. Notice of Reliance Ex. A and B]. Due to Plaintiff's success in

sports timing, it and its affiliates will be the official timekeeper of the next three Olympic Games. [Pl. Notice of Reliance Ex. B.]

From the sports timing industry, Plaintiff further expanded its business into computerized and electronic display products and large format display boards. Plaintiff is a provider of scoreboards for use at high schools, universities and premier sports complexes. These products range from simple scoreboards to advanced apparatus which benefit legendary parks such as Fenway Park, Brewers Stadium in Milwaukee, and Sun Devil Stadium in Arizona.

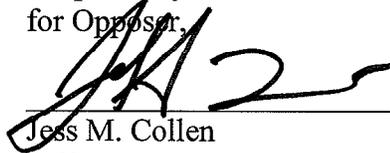
Over the years, Plaintiff's business also has expanded into computerized and electronic passenger information systems for use in travel hubs such as the train station in Paris and for use on public promenades.

Further Omega businesses have been developed and more are on the horizon. OSA's expertise in measuring and controlling time lapse has led to use of new technologies such as radio frequency devices which, for instance, can control ingress and egress from facilities. Concepts such as permitting user access to ski areas and stadiums via radio frequency devices (not unlike the common highway EZ-PASS-type systems) has led to development in general facility access system, monitoring for warehouses or secure facilities, and even to monitor comings and goings to maintain security in office environments. Plaintiff is entitled to continue protecting its mark in a way that allows it to be free of unfair competition as it pursues its natural zones of expansion.

III. CONCLUSION

For the foregoing reasons, there is a strong likelihood of confusion between Plaintiff's and Defendant's marks, and Plaintiff therefore request that Defendant's Application be refused Registration.

Respectfully submitted
for Opposer:



Jess M. Collen
Jeffrey A. Lindenbaum
COLLEN *IP*
Intellectual Property Law
The Holyoke-Manhattan Building
80 South Highland Avenue
Ossining, New York 10562
(914) 941-5668 Tel.
(914) 941-6091 Fax

Attorney for Opposer

Dated: May 11, 2005

SHOULD ANY OTHER FEE BE REQUIRED, THE PATENT AND TRADEMARK OFFICE IS HEREBY REQUESTED TO CHARGE SUCH FEE TO OUR DEPOSIT ACCOUNT 03-2465.

CERTIFICATE OF SERVICE

I, Jeffrey A. Lindenbaum, hereby certify that a copy of the foregoing PLAINTIFF'S TRIAL BRIEF has been served via first class mail, postage prepaid, on Steven D. Smit, Esq., Graves Dougherty Hearon & Moody, 515 Congress Avenue, Suite 2300, Austin, Texas 78701, on the 11th day of May, 2005.



Jeffrey A. Lindenbaum

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

-----	X	
OMEGA, S.A.,	x	
	x	
Opposer,	x	
	x	
v.	x	Opp. No. 117,378
	x	Serial No. 75/282523
PANCHACHARAM, SHAWN,	x	
	x	
Applicant	x	
	x	
-----	X	

OPPOSER'S NOTICE OF RELIANCE

Notice is hereby given that pursuant to 37 C.F.R. §2.121, Opposer, Omega S.A., offers into evidence, and will rely upon the following documents and materials identified below.

1. Certified copies of the following United States trademark registrations of the OMEGA mark:

<u>Reg. No.</u>	<u>Mark</u>	<u>Registration Date</u>
566,370	OMEGA (Stylized)	November 4, 1952
660,541	OMEGA (& Design)	April 15, 1958
708,731	OMEGA (& Design)	December 20, 1960
1,290,661	OMEGA (& Design)	August 21, 1984

Certified copy of the following United States application of the OMEGA mark:

<u>Serial No.</u>	<u>Mark</u>	<u>Filing Date</u>
78/045,789	OMEGA (& Design)	January 31, 2001

Copies of the foregoing certified registrations and copy of certified application are annexed hereto as Exhibit A.

2. OMEGA - Website publications

(a). OMEGA Website

The following website printout of www.omegawatches.com is available to the general public via the world wide web, and/or that segment of the men and women's watch, watch accessories and electronic goods consuming public that is relevant to the issues in these proceedings. The foregoing is being introduced in accordance with Trademark Rule 37 C.F.R. §2.122(e). A copy of relevant pages from www.omegawatches.com is attached hereto as Exhibit B.

The printed publications are offered to show the strength of the OMEGA mark; its long history in the United States; marketing and advertising literature that feature the OMEGA mark; and example retail sales locations of OMEGA goods throughout the United States; and its notoriety and its offer for sale in retail stores and through other trade channels, as well as use in interstate commerce and electronic commerce on a wide variety of goods, including but not limited to, watches and parts thereof, automatic recording machines and apparatus for use in determining the results of sporting events, and electrical or mechanical equipment for determining elapsed times in games or sporting events, electronic time recorders for automatic precision timing in science and industry.

(b). LEXIS/NEXIS published articles

The following Lexis/Nexis articles reference Opposer's OMEGA mark and associated goods in various trade and consumer publications that are disseminated

throughout the United States, and evidence the strength and notoriety of Opposer's OMEGA mark among the relevant consuming public and trade. These articles are being introduced in accordance with Trademark Rule 37 C.F.R. §2.122(e). Copies of the following list of articles are attached hereto as Exhibit C.

"Swatch Group's Longines Expect 2003 Sales Will Rise" *Bloomberg News*, January 28, 2003.

"To Market, to Market - And Now, the Awards for Product Placement," *The New York Post*, January 2, 2003.

"Movies; The Stuff of Every Film Fan's Wish List," *Los Angeles Times*, December 13, 2002.

"James Bond has Spied More Ways to Lure Pricey Products," *The Post-Crescent*, November 27, 2002.

"Swiss Watch Exports Little Changes in October on U.S. Decline," *Bloomberg News*, November 22, 2002.

"007's Big Ad-Venture," *Variety*, October 7, 2002.

"Loss Threatens Portal to Space History," *Florida Today*, September 15, 2002.

"JFK Exhibition Stops at the Trop," *Daily News*, June 16, 2002.

"Designer Mix for a Casual Look," *The Plain Dealer*, May 13, 2002.

"Gear; What's Next," *Newsday*, September 19, 2001.

"Cindy Crawford and OMEGA Host an Evening Among the Stars," *PR Newswire*, June 27, 2001.

"Swatch Group Opens First Boutique for Upscale OMEGA Brand," *Bloomberg News*, December 5, 2000.

"Authentic Buddy Holly memorabilia rare and valuable," *Tulsa World*, October 21, 2000.

"Battle of the Boxes; Costco coming to Texas with Plans to contest Sam's," *The Dallas Morning News*, September 21, 2000.

"Swatch Group and AOL Time Warner Announce an Innovative Marketing and Technology Collaboration," *Business Wire*, April 25, 2001.

"Stars of the Season," *Crain's Detroit Business*, December 4, 2000.

"Top Stories: SWITZERLAND," *Bloomberg News*, November 26, 2000.

"Yahoo! Shopping Expects Day After Thanksgiving Sales to Increase More Than 60 Percent Over Last Year," *Business Wire*, November 23, 2001.

"Swatch Group: Time to Heal," *PR Newswire*, October 9, 2001.

"Sam's Seeks Wine and Cheese Crowd Along with Bulk Items, Greenwood Store Stocks Finer Things," *Corpus Christi Caller-Times*, August 21, 2001.

"Craftsman of Bygone Era to Stop Repairing Watches," *San Jose Mercury News*, December 15, 1998.

"Swatch Launches a New Time for New Digital Era: Internet Time," *Business Wire*, November 21, 1998.

"Perfectly Timed for Holiday Gift-Giving Season," *PR Newswire*, October 5, 1998.

"Long a Marketing Scourge, Pirates Keep Riding the Hottest New Trends; Counterfeiters Fake Packaging as Well as Products," *Chicago Tribune*, July 5, 1998.

"Product Linkage Never Dies in the New 007 Adventure," *The Time Union*, December 22, 1997.

"The Macon Telegraph, G.A., Christine T. Samet Column" *The Macon Telegraph*, June 24, 1996.

"Making the Pitch: Managers Vying to Place Products in Movies," *Bloomberg News*, January 15, 1996.

"At the Movies with Jim Lovell; In Space, No Room for Fear," *The New York Times*, July 19, 1995.

"Movie Merchandising Now Targeting Adults," *Houston Chronicle*, June 25, 1995.

"Yacht Racing; For Bermuda Gold Cup, They Only Need Invitations for the Parties," *The New York Times*, October 18, 1992.

"Global News," *Advertising Age*, February 18, 1991.

"Stafford Elected Director of Baroid," *PR Newswire*, November 3, 1989.

"Soviet TV Plans to Sell Commercial Time to Advertisers; Now, Comrades, A Word From Our Sponsor," *Los Angeles Times*, February 3, 1989.

"Zurich," *Advertising Age*, December 5, 1998.

"Jaques Irniger Exists Post at SMH-USA; Watch Manufacturer," *WWD*, August 12, 1998.

"Luxury Watches are Running Fast; Sales of Women's Watches," *WWD*, June 24, 1988.

"Miami," *United Press International*, April 18, 1987.

"Consumer Office Issues Warning on Fake Watches," *The Washington Post*, November 7, 1995.

"Omega Trades in Stars for Product Information," *Chicago Tribune*, April 3, 1985.

"New York," *United Press International*, January 10, 1985.

(c). Third-party website publications

The following website publications are being introduced in accordance with Trademark Rule 37 C.F.R. §2.122(e), that evidence the use, offer for sale and/or sale of Opposer's goods bearing the OMEGA mark on the worldwide web. Copies of the website printouts are attached hereto as Exhibit D.

www.ebay.com

www.bizrate.com

www.bacario.com

www.watchbasics.com

www.worldofwatches.com

www.prestigetime.com

www.chronocentric.com

www.emagio.com

www.jomashop.com

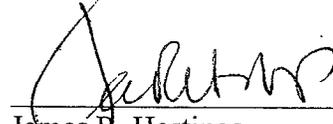
www.topperjewelers.com

www.store.yahoo.com

www.xwlsearch.gator.com

Respectfully submitted for
Opposer,

By:



James R. Hastings

COLLEN IP

The Holyoke-Manhattan Building

80 South Highland Avenue

Ossining, New York 10562

Tel: (914) 941-5668

Fax: (914) 941-6091

Attorneys for Opposer

Dated: February 18, 2003

CERTIFICATE OF SERVICE

I, Allyssa A. Tillson, hereby certify that a copy of the foregoing Opposer's Notice of Reliance has been served on counsel for Applicant, Steven D. Smit, Esq., Graves Dougherty Hearon & Moody, 515 Congress Avenue, Suite 2300, Austin, Texas 78701, via overnight FedEx, this 18th day of February 2003.


Allyssa A. Tillson

JRH:aat

DATED: February 18, 2003

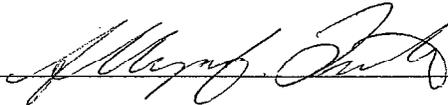
COLLEN *IP*
THE HOLYOKE-MANHATTAN BUILDING
80 SOUTH HIGHLAND AVENUE
OSSINING, NEW YORK, 10562

SHOULD ANY OTHER FEE BE REQUIRED, THE PATENT AND TRADEMARK OFFICE IS HEREBY REQUESTED TO CHARGE SUCH FEE TO OUR DEPOSIT ACCOUNT 03-2465.

I HEREBY CERTIFY THAT THIS CORRESPONDENCE IS BEING DEPOSITED WITH THE UNITED STATES PATENT AND TRADEMARK OFFICE, COMMISSIONER OF TRADEMARKS (NO FEE), 2900 CRYSTAL DRIVE, ARLINGTON, VIRGINIA 22202, VIA OVERNIGHT FEDEX.

COLLEN *IP*

BY: _____



DATE: February 18, 2003

THE PTO ACKNOWLEDGES RECEIPT OF: Docket No. T-65555

APPLICANT/REGISTRANT Shawn Parachacharam

Ser. No./Pat. No./Reg. No. 75/282523

Title/Mark OMEGABYTE

Due Date 2/15/03 Check # _____ Amt. _____

Amendment or reply to official communication Notice to File Missing Parts

Priority Document(s) Small Entity Document(s)

Issue Fee Formal Drawings _____ sheets

Renewal Sec. 8 or Sec. 8 & 15 Declaration _____ Specimens

Assignment or change of name Request for Extension of Time

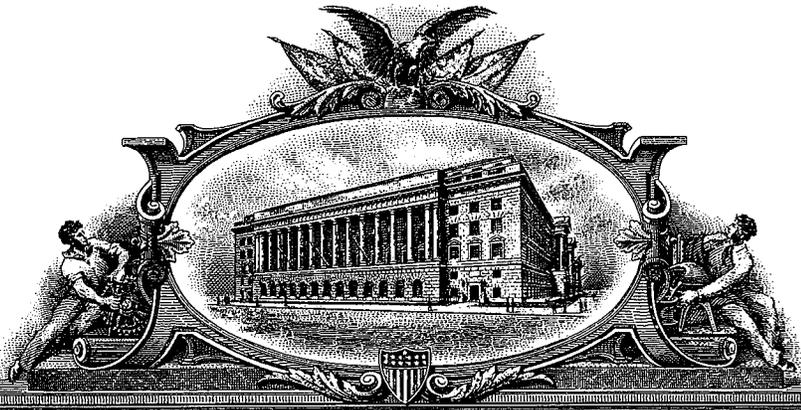
Information Disclosure Statement PTO 1449

NOTICE OF RELIANCE

Express Mail # FIRST CLASS MAIL Date 2/18/03

EX. A

958807



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

February 05, 2003

**THE ATTACHED U.S. TRADEMARK REGISTRATION 566,370 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.**

**REGISTERED FOR A TERM OF 20 YEARS FROM *November 04, 1952*
2nd RENEWAL FOR A TERM OF 10 YEARS FROM *November 04, 1992*
SECTION 8 & 15**

SAID RECORDS SHOW TITLE TO BE IN:

OMEDGA SA (OMEGA AG) (OMEGA LTD.)



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

L. Edele

L. EDELEN
Certifying Officer

, 1952

Registration No. 566,370

PRINCIPAL REGISTER

Trade-Mark

UNITED STATES PATENT OFFICE

**Omega Louis Brandt & Frère, S. A.,
Bienne, Switzerland**

Act of 1946

Application December 8, 1951, Serial No. 622,275

OMEGA

STATEMENT

Omega Louis Brandt & Frère, S. A., a Swiss corporation, located and doing business at Bienne, Switzerland, has adopted and is using the trade-mark shown in the accompanying drawing, for WATCHES AND PARTS THEREOF, in Class 27, Horological instruments, and presents herewith five specimens showing the trade-mark as actually used in connection with such goods, the trade-mark being applied by stamping, printing or engraving the same on the goods and by printing the same on the containers and/or tags attached to the goods, and requests that the same be registered in the United States Patent Office on the Principal Register in accordance with the act of July 5, 1946.

The trade-mark was first used in 1894 and was first used in commerce which may lawfully be regulated by the Congress, viz. commerce between the United States and Switzerland in the same year.

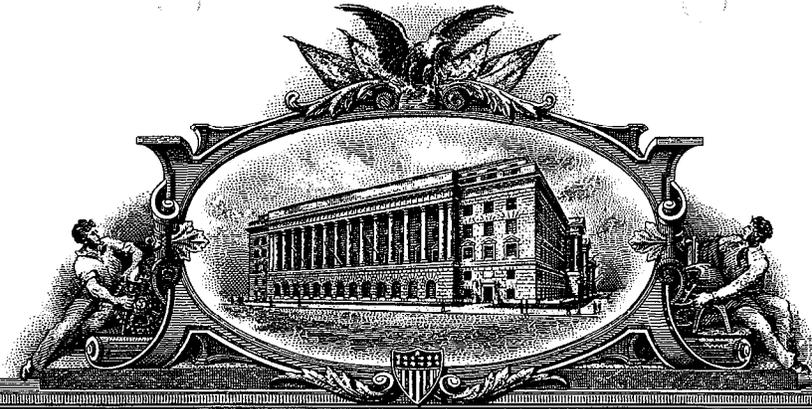
Applicant owns the following U. S. registration: No. 25,036.

The applicant hereby designates Chauncey P. Carter, of 4400 Klinge Street, Washington 16, D. C., as applicant's representative in the United States on whom notices or process in proceedings affecting the mark may be served.

OMEGA LOUIS BRANDT & FRÈRE, S. A.,

**By A. VALLAT,
Commercial Manager.**

959042



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

**UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office**

February 11, 2003

**THIS IS TO CERTIFY THAT ANNEXED IS A TRUE COPY FROM THE
RECORDS OF THIS OFFICE OF THE APPLICATION AS FILED FOR:**

TRADEMARK APPLICATION: 78/045,789

FILING DATE: *January 31, 2001*



**By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS**

L. Edelen

**L. EDELEN
Certifying Officer**

Submission Date:

01

e:
/31

Serial Number:

78045789



TRADEMARK APPLICATION

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

TOTAL FEES PAID: \$325

RAM SALE NUMBER: 115
RAM ACCOUNTING DATE: 20010131



NO OCR



01-31-2001



NUMBER> 78045789

DATE> 01/31/2001

GENERAL INFORMATION>

TRADEMARK/SERVICEMARK APPLICATION>

CLASSIFICATION>

<APPLICANT INFORMATION>

<NAME> Omega SA (Omega AG)(Omega Ltd.)
 <STREET> Jakob-Stämpfli-Strasse 96
 <CITY> Biel/Bienne
 <COUNTRY> Switzerland
 <ZIP/POSTAL CODE> 2502

<APPLICANT ENTITY INFORMATION>

<CORPORATION: STATE/COUNTRY OF INCORPORATION> Switzerland

<TRADEMARK/SERVICEMARK INFORMATION>

<MARK> OMEGA
 <TYPED FORM> No

* Applicant requests registration of the above-identified trademark/service mark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq., as amended). *

<BASIS FOR FILING AND GOODS/SERVICES INFORMATION>

<INTENT TO USE: SECTION 1(b)> Yes

* Applicant has a bona fide intention to use or use through a related company the mark in commerce on or in connection with the below-identified goods/services. (15 U.S.C. Section 1051(b), as amended.) *

<LISTING OF GOODS AND/OR SERVICES> Retail store services.

<ATTORNEY INFORMATION>

<NAME> Jess M. Collen
 <STREET> The Holyoke-Manhattan Building,
 80 South Highland Avenue

<CITY> Ossining
 <STATE> NY
 <COUNTRY> USA
 <ZIP/POSTAL CODE> 10562
 <FIRM NAME> Collen Law Associates

>SERIAL NUMBER> (914) 941-5668
>SERIAL NUMBER> (914) 941-6091
>KEY DOCKET NUMBER> T71685
>APPOINTED ATTORNEY(S)> Jane F. Collen

>AGENT REPRESENTATIVE FOR FOREIGN APPLICANT>

<S I R N A M E> Jess M. Collen
The Holyoke-Manhattan Building,
80 South Highland Avenue

<CITY> Ossining
<STATE> NY
<ZIP CODE> 10562
<FIRM NAME> Collen Law Associates
<TELEPHONE NUMBER> (914) 941-5668
<FAX NUMBER> (914) 941-6091

* is hereby appointed applicant's representative upon whom notice or process in the proceedings affecting the mark may be served *

>FEE INFORMATION>

<TOTAL FEES PAID> 325
<NUMBER OF CLASSES PAID> 1
<NUMBER OF CLASSES> 1

>LAW OFFICE INFORMATION>

<E-MAIL ADDRESS FOR CORRESPONDENCE> N/A

>SIGNATURE AND OTHER INFORMATION>

* PTO-Application Declaration: The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; and that all statements made of his/her own knowledge are true; and that all statements made on information and belief are believed to be true.

*

78045789

**> ADDRESS>**

ess M. Collen
Collen Law Associates
The Holyoke-Manhattan Building, 80 South Highland Avenue
Dossining NY 10562

<CREDIT CARD INFORMATION>

<RAM SALE NUMBER> 115
<RAM ACCOUNTING DATE> 20010131

<SERIAL NUMBER INFORMATION>

<SERIAL NUMBER> 78/045789
<INTERNET TRANSMISSION DATE> Wednesday, 01-31-2001 09:52:42 EST
<TEAS STAMP>
USPTO-65192147242-2001013109524364-78/045789-122c7edad9b936befb1d3d72fa6497523f5-
CC-115-2001013109494364
E-MAIL ADDRESS FOR ACKNOWLEDGMENT> jburke@collenlaw.com

Page

Serial Number:
78045789



:
A (Omega AG) (Omega Ltd.)
Mühlebühl-Strasse 96
Geneve Switzerland 2502



and Services:
store services.

mark:

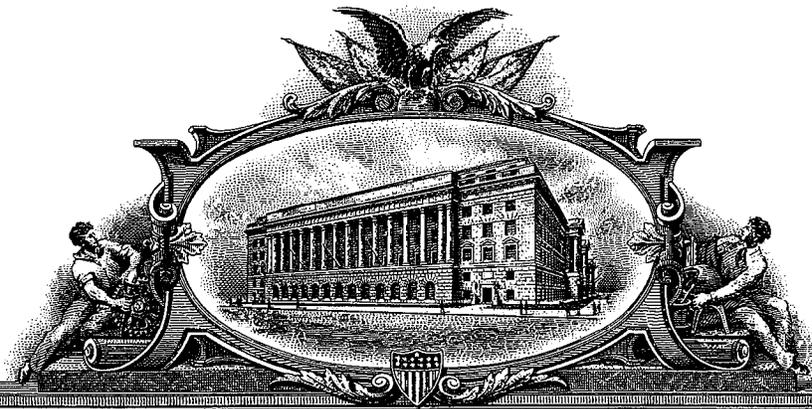


NO OCR



01-31-2001

958807



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

February 06, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION 660,541 IS
CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND
EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN
THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES
PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *April 15, 1958*
2nd RENEWAL FOR A TERM OF 10 YEARS FROM *April 15, 1998*
SECTION 8

SAID RECORDS SHOW TITLE TO BE IN:

OMEGA SA (OMEGA AG) (OMEGA LTD.)
A SWITZERLAND CORP.



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

T. Wallace
T. WALLACE
Certifying Officer



ates Patent Office

660,541

Registered Apr. 15, 1958

PRINCIPAL REGISTER
Trademark

Ser. No. 29,548, filed May 7, 1957



OMEGA

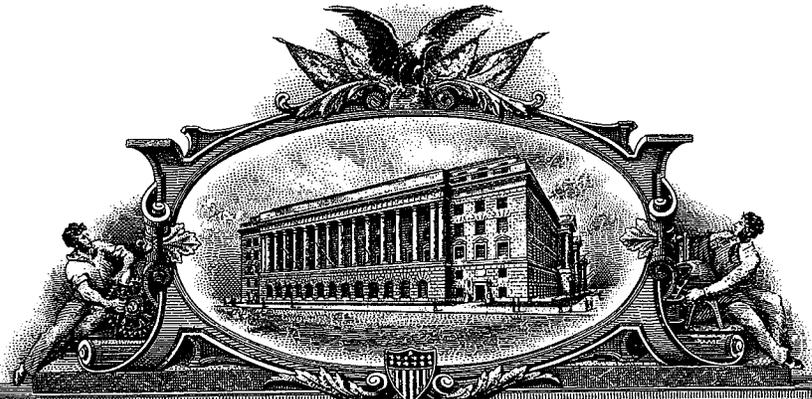
Omega Louis Brandt & Frère, S. A. (Swiss company)
Bienna, Switzerland

For: AUTOMATIC RECORDING MACHINES AND APPARATUS FOR USE IN DETERMINING THE RESULTS OF SPORTING EVENTS—NAMELY, ELECTRICAL OR MECHANICAL EQUIPMENT FOR DETERMINING ELAPSED TIMES IN GAMES OR SPORTING EVENTS COMPRISING A PLURALITY OF INSTRUMENTS FOR PLACEMENT AT THE STARTING AND FINISHING LINES OF A RACING

COURSE, THE SAME BEING ELECTRICALLY OPERATED AND CONNECTED TO AND ACTUATED BY THE STARTING GUN OR OTHER SIGNAL SO AS TO AUTOMATICALLY PROVIDE A PERMANENT VISIBLE RECORD OF THE ORDER IN WHICH ONE OR MORE CONTESTANTS FINISH THE RACE AND OF THE CORRESPONDING ELAPSED TIMES—in CLASS 26.

Owner of Swiss Reg. No. 132,656, dated Mar. 1, 1950; and U. S. Reg. Nos. 25,036 and 578,741.

958807



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:
UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

February 05, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION 708,731 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *December 20, 1960*
2nd RENEWAL FOR A TERM OF 10 YEARS FROM *December 20, 2000*

SECTION 8

SAID RECORDS SHOW TITLE TO BE IN:

OMEGA SA (OMEGA AG) (OMEGA LTD.)
A CORPORATION OF SWITZERLAND



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

N. Williams
N. WILLIAMS
Certifying Officer

United States Patent Office

708,731

Registered Dec. 20, 1960

**PRINCIPAL REGISTER
Trademark**

Ser. No. 98,127, filed May 31, 1960


OMEGA

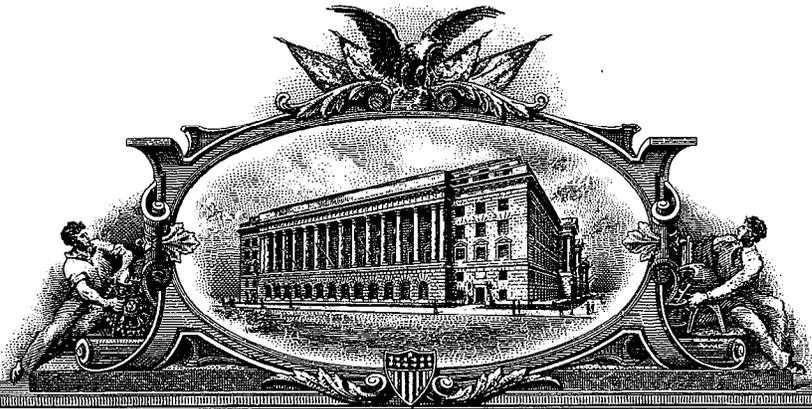
Omega Louis Brandt & Frère, S.A. (Swiss company)
Biemme, Switzerland

For: ELECTRONIC TIME RECORDERS FOR AU-
TOMATIC PRECISION TIMING IN SCIENCE AND
INDUSTRY, in CLASS 26.

First use 1957; in commerce 1957.

Owner of U.S. Reg. Nos. 25,036, 660,541 and others.

958807



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME;

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

February 05, 2003

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,290,661 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *August 21, 1984*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

OMEGA SA (OMEGA AG) (OMEGA LTD.)
A CORPORATION OF SWITZERLAND



By Authority of the
COMMISSIONER OF PATENTS AND TRADEMARKS

N. Williams
N. WILLIAMS
Certifying Officer

EX. B



Search

(Go)

THE WORLD OF OMEGA
 THE OMEGA COLLECTION
 THE OMEGA MUSEUM

THE COMPANY
 DISTRIBUTION NETWORK
 CUSTOMER SERVICE



HISTORY

From the first watch worn on the moon...



SPEEDMASTER MINORIS

Gemini, Apollo, Skylab, ISS



OMEGA IN SPACE

SPACE



OMEGA's first space laboratory

WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- MIR
- ISS
- Events
- OMEGA and Sport
- Ocean
- James Bond 007
- Star Ambassadors

[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

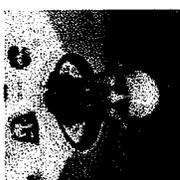
[Legal & Copyright](#)

[Print this Page](#)

[Downloads](#)



NEWS



STAR AMBASSADOR

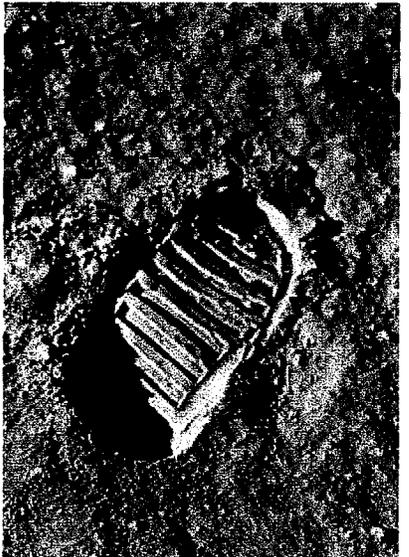
Thomas Stafford
Eugene Cernan

[\[Back to top \]](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



In April 1970, the OMEGA Speedmaster rescued the Apollo 13 mission from a potential disaster, earning OMEGA the "Snoopy Award", the highest distinction awarded by the NASA astronauts.

In another historical event, the Speedmaster was worn on the wrists of both the American astronaut Tom Stafford and the Russian cosmonaut Alexei Leonov during the historic Apollo-Soyuz space rendezvous. This was the first time the cosmonauts also wore the OMEGA Speedmaster.

Ever since, the Speedmaster has been the official chronograph of all Russian manned space missions.

[Press Corner](#)

[Legal & Copyright](#)

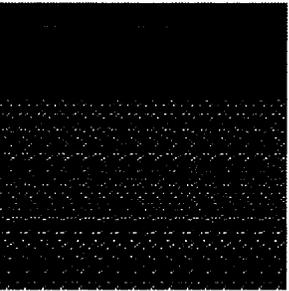
[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)



The greatest moment in the Speedmaster's history was undoubtedly 21 July 1969 at 02:56 GMT, when it recorded man's first steps on the Moon's surface. The Apollo 11 mission was a milestone in history and the Speedmaster became the first watch (and the only watch since) to be worn on the Moon. With this unique accomplishment came a unique nickname: the Moon Watch.



[next](#)

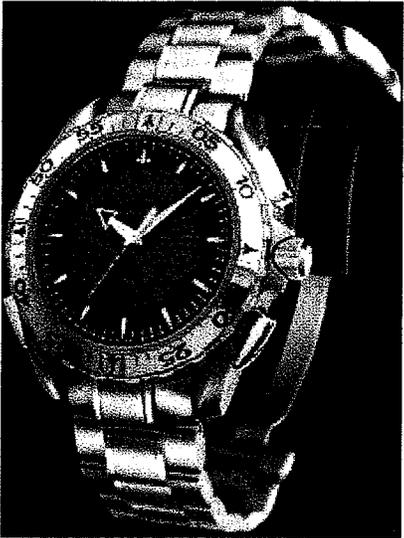
[\[Back to top\]](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.

However, the legendary OMEGA Speedmaster Professional also remains an item of standard equipment and is still worn for extra-vehicular activity.



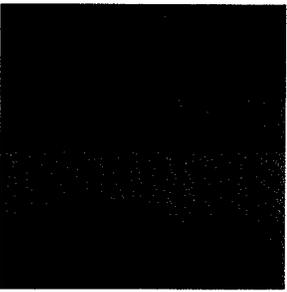
 back

[\[Back to top \]](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)



In April 1970, the OMEGA Speedmaster rescued the Apollo 13 mission from a potential disaster, earning OMEGA the "Snoopy Award", the highest distinction awarded by the NASA astronauts.

In another historical event, the Speedmaster was worn on the wrists of both the American astronaut Tom Stafford and the Russian cosmonaut Alexei Leonov during the historic Apollo-Soyuz space rendezvous. This was the first time the cosmonauts also wore the OMEGA Speedmaster.

Ever since, the Speedmaster has been the official chronograph of all Russian manned space missions.

The greatest moment in the Speedmaster's history was undoubtedly 21 July 1969 at 02:56 GMT, when it recorded man's first steps on the Moon's surface. The Apollo 11 mission was a milestone in history and the Speedmaster became the first watch (and the only watch since) to be worn on the Moon. With this unique accomplishment came a unique nickname: the Moon Watch.



[next](#)

[Back to top](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)



Search

THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

NEWS

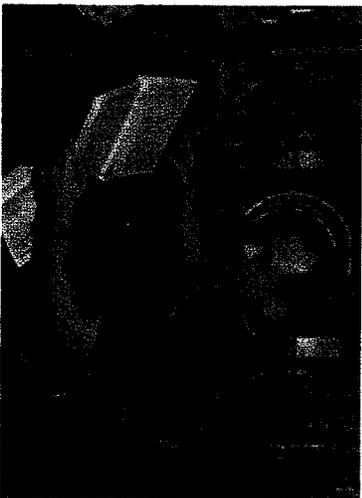
Go

Everybody at Omega was extremely shocked and saddened to hear the terrible news of the tragedy that occurred with space shuttle Columbia.

We are especially distressed by the loss of human life and our thoughts go to the families of the 7 astronauts who lost their loved ones.

INTERNATIONAL SPACE STATION STATUS REPORT
February 4, 2003 Expedition Six Crew

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- MIR
- ISS
- Events
- OMEGA and Sport
- Ocean
- James Bond 007
- Star Ambassadors



A Russian Progress 10 resupply craft

The station crewmembers planned to open the hatch between Zvezda and the Progress around 1:00 p.m. CST (1900 GMT) following leak checks between the two craft, but its supplies will not be unloaded until Wednesday morning. The successful arrival of the Progress assures that the three station residents will have plenty of supplies to continue their mission until late June or early July, if required.

Among the supplies in the new Progress are replacement parts for the Microgravity Science

successfully docked to the International Space Station today, two days after it was launched from the Baikonur Cosmodrome in Kazakhstan.

The cargo ship linked up to the aft port of the Zvezda Service Module at 8:49 a.m. CST (1449 GMT) following a flawless automated approach to the complex. The Progress is carrying a ton of food, fuel and supplies for the Expedition 6 crew on board the ISS. At the time of docking, the ISS was flying 240 statute miles over central Asia.

Expedition 6 Commander Ken Bowersox, Flight Engineer Nikolai Budarin and NASA ISS Science Officer Don Pettit monitored the docking of the Progress from inside the station in their 73rd day in space, their 71st day on board the orbital outpost.

INTERNATIONAL SPACE STATION STATUS REPORT January 8, 2003 Expedition 6 Crew



Preparations continue in orbit for the 50th spacewalk dedicated to assembly and maintenance of the International Space Station. Commander Ken Bowersox and

Glovebox in the Destiny laboratory, which experienced a power failure back in November and has been dormant during Expedition 6. Pettit plans to install the new parts and test the Glovebox Wednesday. If it works, the Glovebox will be used to support all of the experiments planned for this Expedition before the crew returns to Earth in March.

Bowersox, Budarin and Pettit will pay a private tribute on orbit today to Columbia's astronauts. Station flight controllers will radio to the crew an audio feed from the memorial ceremony at the Johnson Space Center in Houston, TX, which is being attended by President Bush and Mrs. Bush, and NASA Administrator Sean O'Keefe.

Bowersox wore a special pair of cycling pants with 20 sensors on his legs and additional sensors on his arms that took electrical impulse measurements throughout his workday Tuesday.

All three crewmembers participated in a monthly lung-function test, to study the effects of weightlessness. The crewmembers forcefully exhaled into a device which stored lung capacity measurements in an onboard medical computer. The session served as the pre-spacewalk reading for Bowersox and Pettit, while the experiment also studies how wearing low-pressure spacesuits affects lung performance. They will participate in another session after the spacewalk.

NASA ISS Science Officer Don Pettit are scheduled to step outside Wednesday about 6:30 a.m. CST. ?

The crewmembers spent this week reviewing the timea?□line and procedures, organizing tools, and preparing the spacesuits and the Quest airlock for the 6??-hour spacewalk.

During the outing, Bowersox and Pettit will release launch restraints to permit deployment of a cooling radiator on the Port 1 truss segment and clean the attach point on the Unity Node for station cargo modules. They also will install a work light and a foot restraint on an astronaut handcar for future spacewalking construction workers to use. Flight Engineer Nikolai Budarin will provide support for Bowersox and Pettit from inside the station.

Bowersox provided data to scientists for the FOOT (Foot/Ground Reaction Forces During Spaceflight) experiment, which looks at how the arms, hips, knees, legs and feet move in the absence of gravity, and at what changes occur in bones and muscles during spaceflight.

Thursday?□day, Bowersox and Pettit operated the space station robotic arm, Canadarm2, to do camera surveys of exterior hardware in the station's expanding thermal control system. They maneuvered Canadarm2 into positions to inspect the location of thermal blankets on cooling lines and the S1 and S0 trusses and also survey the condition of the radiator on the P6 truss. Engineers on the ground will review the footage for any irregularities.

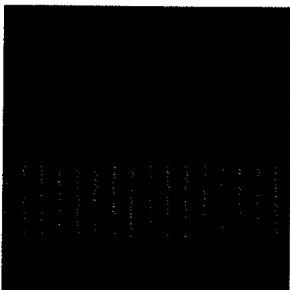


[[Back to top](#)]

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



- [Press Corner](#)
- [Legal & Copyright](#)
- [Help and FAQ](#)
- [Print this Page](#)
- [Contact Us](#)
- [Downloads](#)
- [Sitemap](#)



Search

Go to Mars
X-33 Functions
Try the X-33 !

THE WORLD OF OMEGA	THE COMPANY
THE OMEGA COLLECTION	DISTRIBUTION NETWORK
THE OMEGA MUSEUM	CUSTOMER SERVICE

Go >

Speedmaster PROFESSIONAL X-33



WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- X-33 Mars
- X-33 Functions
- X-33 Watch
- MIR
- ISS
- Events
- OMEGA and Sport

SOON ON MARS

Today on its way to Mars with the new Speedmaster Professional X-33 in titanium - lightweight, ultra-resistant and anti-allergenic, OMEGA once again pioneers in the conquest of space. Designed in coordination with American and European astronauts, Russian cosmonauts and professional pilots, the new Speedmaster Professional X-33 integrates the latest technical features required by the top specialists in manned space missions.

Speedmaster Professional X-33 watches were provided to NASA and have been used in space shuttle missions beginning with STS-89. Three Speedmaster Professional X-33 models were worn by Russian cosmonauts on board the MIR space station from January 1998, until MIR was decommissioned in 2001.

Ocean
James Bond 007
Star Ambassadors



With the legendary Speedmaster Professional, the one and only watch ever worn on the Moon, flight certified as the only watch of the astronauts and the cosmonauts during their walks in space, OMEGA has marked watchmaking history.



"X-33" was a code name OMEGA watchmakers used for the prototypes developed and tested over a period of five years. The name became so popular that when it came time to provide the watch with its final commercial designation, nothing seemed as intriguing as "X-33". Just as the Speedmaster Professional is referred to as the Moon Watch, people are already calling the Speedmaster Professional X-33 the Mars Watch. On the threshold of the 21st century, the world's conquerors of outer space - as well as everyday hi-tech aficionados and lovers of fashion and sports - will rely on the new Speedmaster Professional X-33 !

[[Back to top](#)]]

[Press Corner](#)

[Legal & Copyright](#)

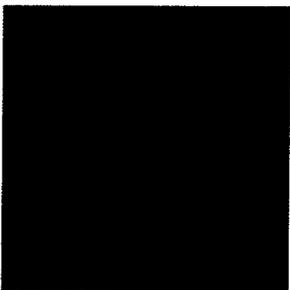
Important information:

[Help and FAQ](#)
[Contact Us](#)
[Sitemap](#)

[Print this Page](#)
[Downloads](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



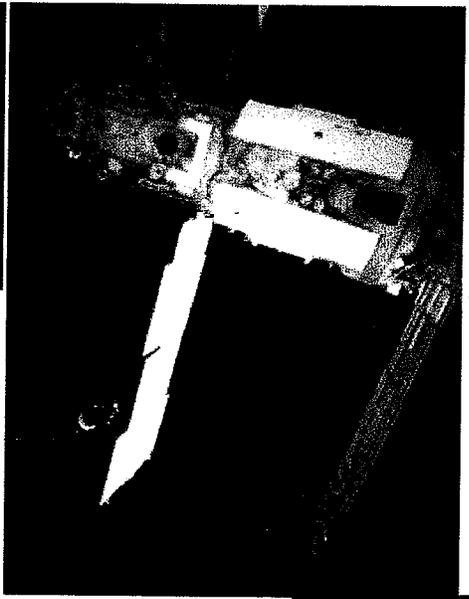


THE WORLD OF OMEGA
 THE OMEGA COLLECTION
 THE OMEGA MUSEUM

THE COMPANY
 DISTRIBUTION NETWORK
 CUSTOMERSERVICE

Search

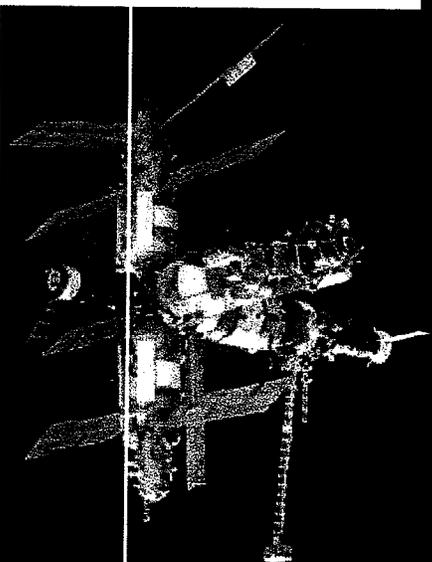
Go



THE MIR SPACE STATION, 15 YEARS IN ORBIT

THE FIRST ORBITING LABORATORY USED BY OMEGA

While Neil Armstrong's first steps on the moon was a proud moment for the US Lunar program, the MIR Space Station constituted the ultimate goal in the step beyond the race to the moon: to build a permanent space station which would orbit the Earth and act as a base for numerous scientific experiments. The station which initially was planned to last five years, remained in space for 15 years.



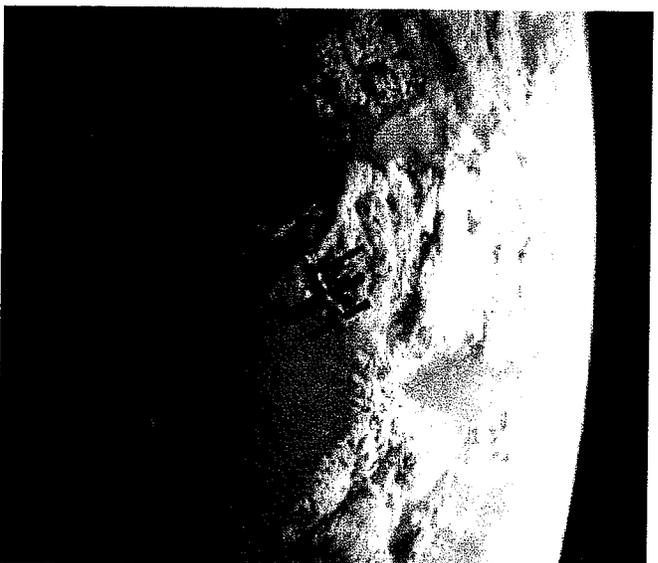
The construction phase of the project started in 1986, when the first module of the complex was placed in orbit. By 2001 MIR consisted of seven modules and was 30 metres long and 20 metres wide with a total weight of 100 tons; MIR orbit was located between 400 km and 500 km from the Earth's surface. During its lifetime, the station was home to 108 astronauts of 31 nationalities; on board thousand of experiments were conducted and numerous records were broken from the longest spacewalk (7 hours) made by Anatoli Soloviev and Aleksander Balandin to the longest stay in orbit (748 days in three missions for Sergei Avdey). Thanks to OMEGA's longstanding links with space exploration, the prestigious Swiss watchmaker was privileged to have MIR cosmonauts Anatoli Soloviev and Pavel Vinogradov (on January 1998) carry out the final

WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- MIR
- ISS
- Events
- OMEGA and Sport
- Ocean
- James Bond 007
- Star Ambassadors



tests of its Speedmaster Professional X-33 multifunction watch. After successful completion of the tests, the watch was officially introduced to the public live from MIR via Space Center Houston.



Monday 12th of February 2001

OMEGA is particularly proud to announce the latest additions to the collection at the OMEGA Museum. Having spent three years on board the MIR space station, the watches returned safely to Earth with the last permanent crew to leave the station. They will now join numerous other space-related exhibits at the museum, where they will serve as a lasting reminder of OMEGA's strong association with space exploration.

[\[Back to top \]](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered

[Press Corner](#)

[Legal & Copyright](#)

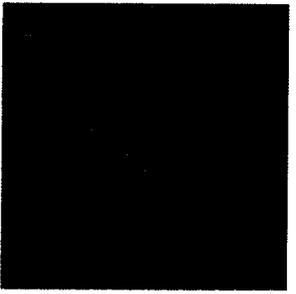
[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

Sitemap



for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



Search

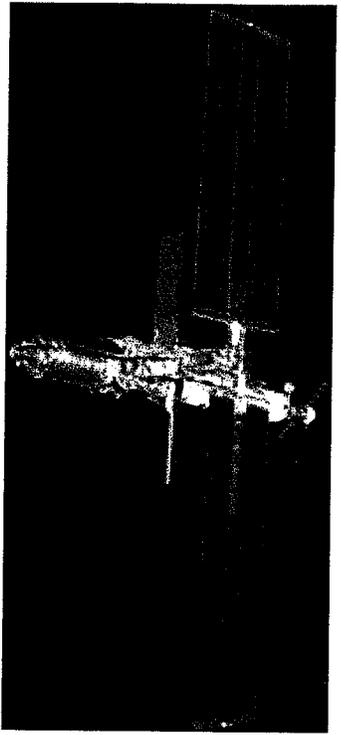
Speedmaster
AUTOMATIC
CHRONOMETER

THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM

Go ▶

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

THE INTERNATIONAL SPACE STATION PROGRAM
THE NEXT STEP IN THE PROGRESS OF THE SPACE SCIENCE

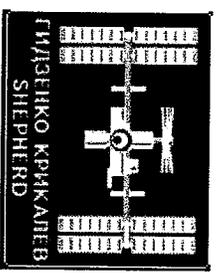


ISS' CREW 1

From the left are Flight Engineer Sergei Krikalev, Expedition One Commander Bill Shepherd and Soyuz Commander Yuri Gidzenko.

- WORLD OF OMEGA**
- OMEGA in Space
 - History (1965-69)
 - Space News
 - Speedmaster Missions
 - X-33
 - MIR
 - ISS
 - Events
 - OMEGA and Sport
 - Ocean
 - James Bond 007
 - Star Ambassadors

The International Space Station (ISS), a new project made possible by a global partnership of 16 nations, is the direct successor of the Russian MIR Space Station. As the MIR Space Station proved the feasibility of long-duration missions and defined the major areas of work on the development of in-orbit production facilities, the ISS will be the tool for the next engineering, scientific and technological marvels. In fact the station includes six laboratories and provides more space for research than any spacecraft ever built (the internal volume of the space station will be roughly equal to the passenger cabin volume of a 747 jumbo jet).



Official Flight 2R Patch

See also Speedmaster Missions' Patches from Gemini to ISS.

Speedmaster Missions



ISS' HISTORY



ISS' DATA DOWNLOAD

Download Spacecraft "Soyuz-TM31" Statistics in pdf format.



Work on the International Space Station started in 1993. The construction phase began in November 1998 when the first module (Zarya) was put in orbit. The construction phase will last until 2005, while the exploitation will last until 2015. The first permanent crews are already living on board the Space Station. When the space station is complete an international crew of up to seven will live and work in space for periods of time between three and six months.

The International Space Station also represents a new era for the Omega's longstanding involvement with space exploration. The Omega Speedmaster Professional X-33 a watch developed to NASA's strict requirements with the help of astronauts and professional pilots once again proves its reliability as the official watch of the ISS.

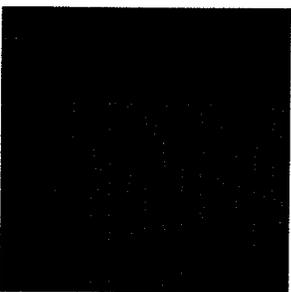
next

[Back to top]

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)



THE WORLD OF OMEGA	THE COMPANY
THE OMEGA COLLECTION	DISTRIBUTION NETWORK
THE OMEGA MUSEUM	CUSTOMER SERVICE

Search

Go ▶

Go to mars

X-33 Functions

Try the X-33 !

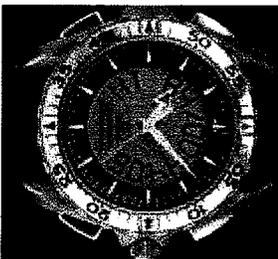
Speedmaster

PROFESSIONAL

X-33

Mission Elapsed Time (MT)

Long chronograph function in days, hours, minutes and seconds. Started at the beginning of the mission and indispensable for timing all flight operations. Useful in everyday life for timing long duration experiments.



Chronograph

Times to 1/100 of a second.



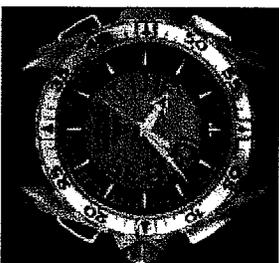
Alarm

A double titanium caseback makes it possible to reach over 80 decibels for the alarm function, as required for Space Shuttle astronauts.

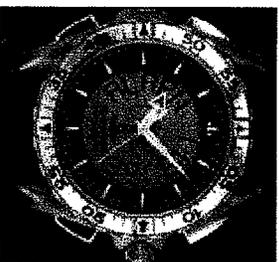
The Mission Time Alarm (MA) function may be programmed at any time throughout the mission.

Turning Bezel

Unidirectional with minute scale.

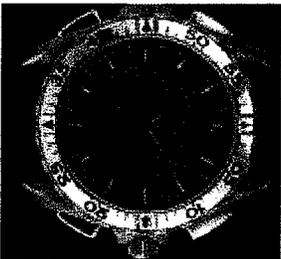


Titanium Bracelet Also available with synthetic material strap with layer of DuPont KEVLAR®, a sturdy lightweight fiber used in aeronautics and Formula 1.



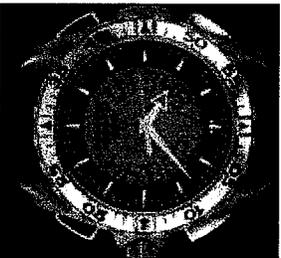
Dial Light

A light commanded by a push button makes the display visible in the dark.



Universal Time (UT)

GMT time, indicating the day of the week, the hour, the minutes, and the seconds, is used to avoid the confusion of time zone changes. The Universal Time Alarm function may also be programmed at any time throughout the mission.



WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- X-33 Mars
- X-33 Functions
- X-33 Watch
- MIR
- ISS
- Events
- OMEGA and Sport

Ocean
James Bond 007
Star Ambassadors



[\[Back to top\]](#)

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.





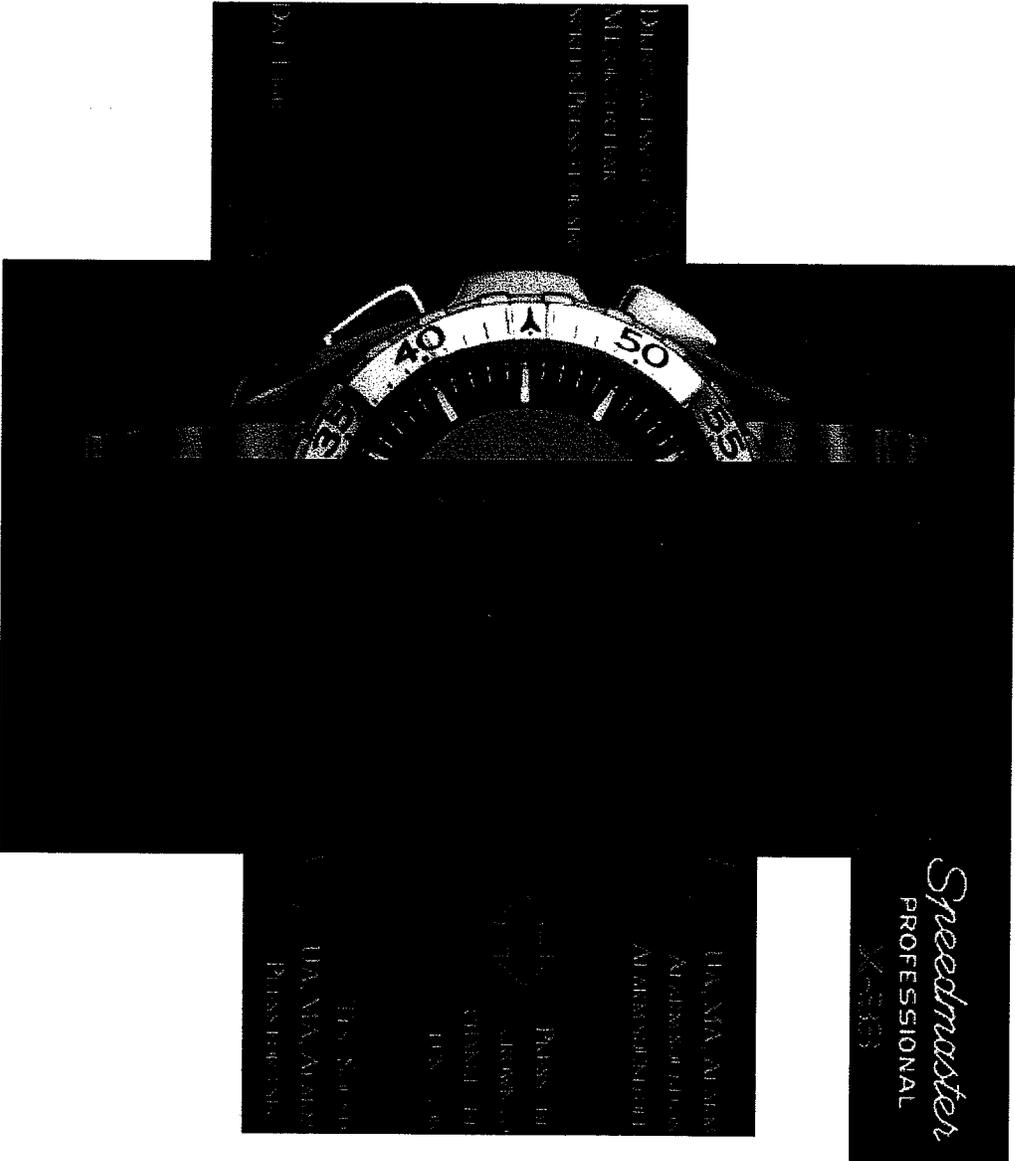
Search

Go to mars
X-33 Functions
Try the X-33 !

THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

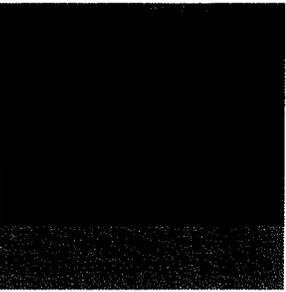
Go >



WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- X-33 Mars
- X-33 Functions
- X-33 Watch
- MIR
- ISS
- Events
- OMEGA and Sport

Ocean
James Bond 007
Star Ambassadors



[Press Corner](#)

[Legal & Copyright](#)

Important information:

[\[Back to top- \]](#)

[Help and FAQ](#)

[Print this Page](#)

Omega does not sell any watches on the Internet.

[Contact Us](#)

[Downloads](#)

Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

©2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM
THE OMEGA MUSEUM
OMEGA Search
THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

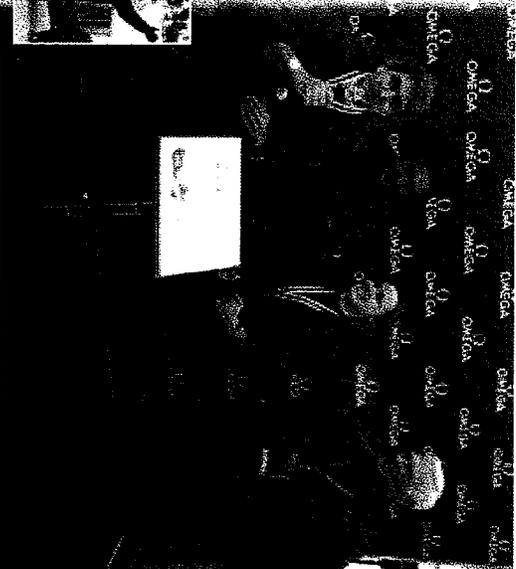
Search

Go

WORLD OF OMEGA

- OMEGA in Space
- Events
- OMEGA and Sport
- Ocean
- James Bond 007
- Star Ambassadors

MARTINA HINGIS,
GENE CERMAN
AND G. N. HAYEK EXPERIENCE
BOB RUN IN ST-MORITZ



Monday 10 February 2003

▶ [America's Cup defending champions Team New Zealand keel...](#)

Sunday 02 February 2003

▶ [OMEGA ambassador Els wins Heineken Classic](#)

Wednesday 29 January 2003

▶ [OMEGA, Official Timekeeper of KINGFISHER2's Jules Verne...](#)

Sunday 26 January 2003

▶ [OMEGA congratulates its ambassador, Zhang Lian-Wei, on his...](#)

Sunday 19 January 2003

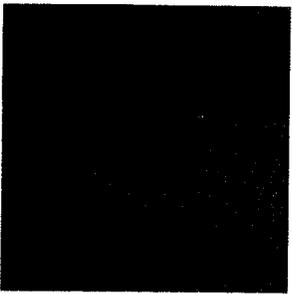
▶ [OMEGA, Official Timekeeper of the US PGA, congratulates...](#)

Friday 17 January 2003

▶ [As FIBT announces new long-term timekeeping partnership...](#)

▶ [More Events...](#)

[[Back to top](#)]



[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

[Legal & Copyright](#)

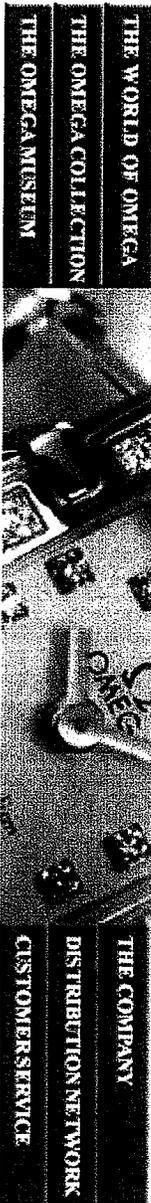
[Print this Page](#)

[Downloads](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



Search



WORLD OF OMEGA

Post Events

PRESS EVENTS

As FIBT announces new long-term timekeeping partnership with OMEGA, ambassadors Cernan and Hingis experience the thrill of the bob run

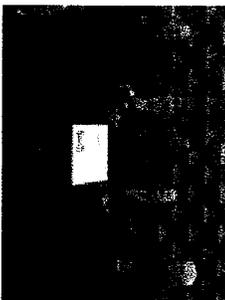
**St Moritz, From January 17 2003
To January 19 2003**

Today, the Federation Internationale de Bobsleigh et de Tobogganing (FIBT) announced a new long-term partnership with OMEGA as Official Timekeeper of its World Cup Bobsleigh Tour events until 2005. The announcement was made at St Moritz, the birthplace of the bobsleigh, where the Men's Bobsleigh World Cup is currently taking place. OMEGA guests were able to take part in their own bobsleigh competition, organized as for a professional race. Two of OMEGA's star ambassadors, Gene Cernan and Martina Hingis, experienced the once-in-a-lifetime opportunity of a "taxi ride" in an OMEGA bobsleigh. A second highlight was the dramatic arrival of Cernan driving the Lunar Rover over the frozen lake.

On Thursday afternoon, Gene Cernan drove a replica of the famous Lunar Rover over the frozen lake in St Moritz. Last month, Cernan celebrated the thirtieth anniversary of the moment when he became the last man to leave an imprint of his footsteps on the moon. After 12 days, 13 hours and 52 minutes, Cernan and his team touched down having completed their ground-breaking mission, during which they collected 108.86 kgs of rocks and covered 30.5km in a Lunar revolving vehicle.

Cernan and Hingis are delighted to be able to take part in what has become somewhat of a tradition at St Moritz. Last year, brand ambassador Michael Schumacher accompanied by OMEGA President, Stephen Urquhart, experienced the exhilaration of the taxi ride in a professional bobsleigh, manned by a pilot and brakeman, which lasted just over one minute and during which a speed of

Click on the thumbnails below to get full size downloadable images.



approximately 120 km/hour was reached.

After the professional draw of the bobsleigh team on Thursday evening, today the event took off to a flying start today and reached a highly unpredictable conclusion: the last bob to go - TW4, made up of journalists Mr Chen and Mr Chang - took third place from the Martina Hingis and Mr Hayek's bob by a mere 2/100 of a second! Second place was awarded to the EUR1 team, comprising Yoav Birenberg (Israel) and Miguel Alba (Spain), both journalists. The winners finishing with the excellent time of 1 minute 12.85 seconds were the ITA2 team, comprising top Italian swimmers, Davide Rummolo and Lorenzo Vismara. Rummolo's career highlights include winning the LC European Championships 200m breaststroke in 2002 and, at the same event, Vismara excelled himself by finishing 2nd in the 50m free and 3rd in the 4x100m free relay.

Medals were awarded to all three teams at a special prize-giving ceremony. In addition, Mr Hayek presented Martina with a diamond-encrusted Speedmaster and Eugene Cernan with an Apollo XVII commemorative edition of the Speedmaster Professional, which OMEGA produced to commemorate the thirtieth anniversary of the last lunar landing. The Speedmaster Professional is the only chronograph to be flight-qualified by NASA for manned spaceflight.

In an exciting conclusion to the day's events, the Federation Internationale de Bobsleigh et de Tobogganing announced a new long-term partnership with OMEGA as Official Timekeeper of its World Cup Bobsleigh Tour events until 2005. The new partnership further cements OMEGA's existing relationship with the FIBT and secures the brand a strong presence in a sport where precision timekeeping is vital.

OMEGA President Stephen Urquhart, who officially signed the contract at the press conference together with FIBT President Robert H Storey, welcomed the greater reach offered to OMEGA by the new agreement covering all World Cup Tour events. "As the man who sat behind Michael Schumacher on his taxi-bob ride last year, I can confirm that it is a once-in-a-lifetime experience. Furthermore, it would not have been possible without the excellent cooperation we have with the FIBT. We are proud to be associated with this sport and particularly value the fact that anyone can try it."

"The sport of bobsleigh is all about time, which is why we're elated to have OMEGA, the world's foremost timing company, as our partner for the World Bobsleigh Tour," said Robert H. Storey, President of the FIBT.

OMEGA already enjoys an unequalled reputation in sports timekeeping at events where split-second accuracy is vital, such as



swimming and athletics, as well as the timekeeping of 21 Olympic Games.



[[Back to top](#) ^]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

[Print this page](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers.

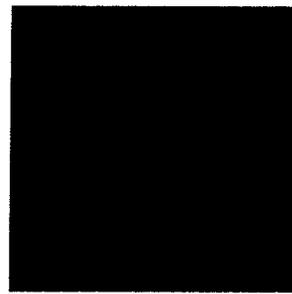
[Contact Us](#)

[Downloads](#)

Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.





THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search



PRESS EVENTS

America's Cup defending champions Team New Zealand keel unveiling ceremony

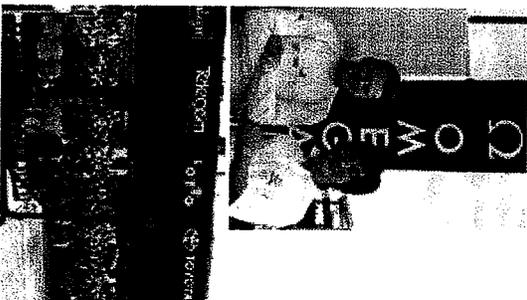
Auckland, From February 10 2003
To February 11 2003

Team New Zealand today unveiled their final keel configuration prior to the first America's Cup race, which is scheduled to start in Auckland's Hauraki Gulf this coming Saturday.

Like challenger Allinghi, Team New Zealand did not make any major changes to their keel, though their secret weapon, the "hula" (hull appendage) that is intended to create a curve towards the back of the boat for more speed remained a prominent feature. Team New Zealand's keel bore a striking orange flame motif along with the OMEGA brand name and symbol, recalling along the 20-tonne lead bulb at the bottom that OMEGA is the Official Timekeeper of the America's Cup.

In front of a large crowd of onlookers, Team New Zealand skipper and OMEGA ambassador Dean Barker posed next to the keel for the numerous photographers present. Barker also met Richie Jen, a famous Chinese TV star and singer. Jen, an OMEGA ambassador for China, has expressed a keen interest in the America's Cup and will be staying in Auckland for the first two races.

Click on the thumbnails below to get full size downloadable images.



WORLD OF OMEGA

Post Events



Search

WORLD OF OMEGA

Post Events

PRESS EVENTS

OMEGA, Official Timekeeper of KINGFISHER2's Jules Verne Trophy 2003 attempt, wishes Ellen MacArthur and crew Godspeed as they depart. Plymouth, January 29 2003

After her recent victory in the Route du Rhum, in which she set a new record by completing the course in 13 days, 13 hours, 47 minutes and 15 seconds, Ellen MacArthur is once again setting out to break the records: this time in a team sailing event, the Jules Verne Trophy. OMEGA is the Official Timekeeper of KINGFISHER2's attempt to break the current record.

At 06:48:49 GMT, KINGFISHER2 crossed the Jules Verne start line off Ushant to begin her non-stop round-the-world Jules Verne record attempt. The crew left Plymouth at 23:20 GMT last night after a 24-hour pit stop to repair the mast track before heading back to the start area 120 miles away. Conditions in the English Channel were gale force making it a difficult journey.

OMEGA ambassador Ellen and her crew have embarked on a challenge that is set to last from two and-a-half months, during which they will sail through 17 different weather systems that line the 26 000 mile course. Their aim is to set a new record by completing the course in under 60 days. The current record was achieved in May 2002 by Frenchman, Bruno Peyron. Peyron completed the course in 64 days, 8 hours, 37 minutes and 24 seconds and achieved an average speed of 18.15 knots. He sailed around the world in a catamaran called Orange and Ellen and her crew are following him in the same boat! Orange was taken into dry dock in September 2002 and underwent a complete refit before being unveiled towards the end of 2002 with her new name, KINGFISHER2. Peyron's crew included four of the team that will sail on Kingfisher2.

Click on the thumbnails below to get full size downloadable images.



After a frustrating wait to be given the green light to cross the English Channel start line, the KINGFISHER2 crew are excited to have finally begun the race. They will head straight into the north Atlantic, across the Bay of Biscay, before sailing down to the Canary Islands and then the south Atlantic. They will then pass the tip of South Africa - the Cape of Good Hope - before crossing the South Pacific. The next waypoint is the third Cape - the treacherous Cape Horn, which Kingfisher2 will circumnavigate before heading north past the Falkland Islands, up the South American coast and finally back to the English Channel where they will hopefully set a new record.



Ellen became an OMEGA ambassador in October when she joined the brand to promote its timepieces. She was presented with the Seamaster Aqua Terra and will be wearing this watch on board KINGFISHER2. The succinct name of the model recalls all of OMEGA's historic exploits on land and at sea. Underneath its classic design is the latest in watchmaking technology: the unique OMEGA Co-Axial Escape movement which offers unrivalled long-term accuracy.

The Jules Verne Trophy pays homage to the famous 19th Century author Jules Verne whose famous works of fiction include "Journey to the Centre of the Earth", "20 000 Leagues Under the Sea" and - the real inspiration to this challenge - "Around the World in 80 Days". Indeed, the concept of the Trophy is to circumnavigate the globe in the fastest time possible under sail.

Ellen is ready to take up the challenge. At only 26 years old, she has become a superstar of international maritime competition. A well as securing a series of solo victories, she has also been part of several winning crews: in 2002, her team won the Challenge Mondial Race and KINGFISHER (the monohull) came up trumps in the EDS Atlantic Challenge.

Official Timekeeper of KINGFISHER2's Jules Verne Trophy 2003 attempt OMEGA looks forward to charting the progress of its ambassador Ellen MacArthur and her crew and wishes them Godspeed and every success as they begin the race.

[[Back to top](#) >]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

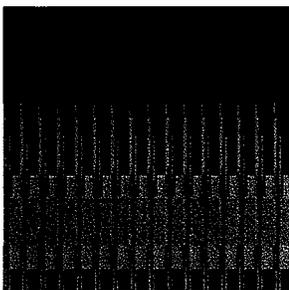
[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.



[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.



Search

PRESS EVENTS

WORLD OF OMEGA

Post Events

OMEGA congratulates its ambassador, Zhang Lian-Wei, on his triumph in the Caltex Masters Laguna National Golf and Country Club, January 26 2003

OMEGA ambassador Zhang Lian-Wei is celebrating today, having secured a dramatic one-shot victory in the US Caltex Masters presented by Carlsberg. Victory made the self-taught Zhang the first Chinese to win a European tournament and only the fifth Asian to achieve the feat.

Zhang holed a four-foot birdie putt at the 18th hole for a final round two-under-par 70 to overhaul OMEGA ambassador Ernie Els who had started the day two shots ahead of the Chinese number one and had never been headed at Laguna National Golf and Country Club.

Zhang trailed Els by a stroke going into the final hole but produced the shot of the tournament to set up a climactic finish. With Els having pushed his drive into rough on the right of the fairway, Zhang hit a nine iron 136 yards over two bunkers to within four foot of the flag.

Els, looking for his fourth straight win after victory in the Nedbank Challenge in South Africa last December the Mercedes Championships and the Sony Open in Hawaii over the past fortnight, hit his approach out of the rough to the front of the green and chipped up to five feet but missed his par effort. He shot one over 73.

Zhang became the first Chinese, and just the fifth Asian, to win on the European Tour with his 10-under-par total of 278 (68-71-69-70) and will receive a three year exemption. He won US\$150,000 for what was his fourth win on the Asian PGA He beat Nick Price of Zimbabwe, like Els a three-time Major champion, at the fifth extra hole to retain the Macau Open title last October.

"I am so delighted as I have played so many times on the European

Click on the thumbnails below to get full size downloadable images.



Tour. I have never won before and my best placing with fifth (in the 2000 Malaysian Open). This time I am so happy," said Zhang.

Els, whose back-to-back wins in Hawaii on the US PGA Tour - of which OMEGA is the Official Timekeeper - elevated him to world number two, was disappointed not to secure another victory , but he took his hat off to the winner of the match: "He stuck in well and didn't make any mistakes really".

OMEGA congratulates Zhang on his win and looks forward to celebrating many further successes with its two golfing ambassadors in the near future.

[[Back to top](#) ^]



[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

[Legal & Copyright](#)

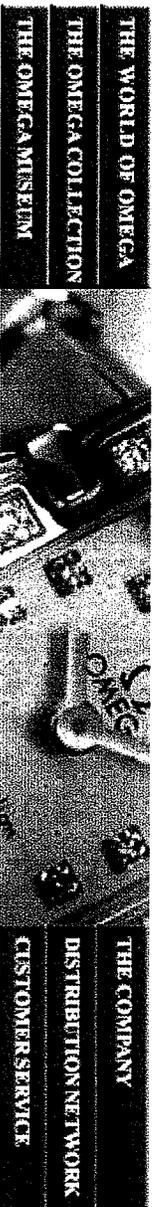
[Print this page](#)

[Downloads](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



Search



WORLD OF OMEGA

Post Events

PRESS EVENTS

OMEGA, Official Timekeeper of the US PGA, congratulates its ambassador, Ernie Els, on his second straight win in Hawaii.

Hawaii, From January 19 2003 To January 19 2009

Els, the No.2 player in the world, today was celebrating his latest victory - winning the Sony Open in Hawaii against 21-year-old Aaron Baddeley - making him the first player in 14 years to capture the first two PGA TOUR events of the season.

Els had to struggle to win: his opponent, a young Australian with a game of someone far more experienced, applied relentless pressure throughout the match. Indeed, Els appeared to be on the verge of defeat when he pulled his drive left of the 353-yard 10th green, leaving him only about 12 feet of putting surface and no shot. He pitched it through the green, and Baddeley had 20 feet for birdie.

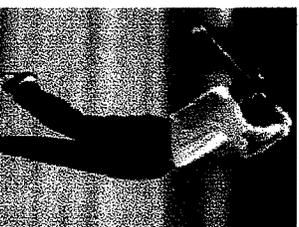
"When it was 6 feet away, I was hoping I hit it hard enough," Els said. "You can almost not believe it. That was quite something."

Els closed with a 3-under 67, his eighth straight round in the 60s. Baddeley had a 69, as both finished at 16-under 164, 2 strokes ahead of Chris Dimarco.

The world No.2 player acknowledged the talent of the 21-year-old Australian, saying, "I thought the kid was going to go away, but he kept at me. Unlucky for Aaron, but he's going to win a lot of titles".

Els' own achievement is remarkable: he has become the first player since Steve Jones in 1989 to win the first two PGA events. Official Timekeeper of the US PGA OMEGA looks forward to celebrating many further successes with this star ambassador in the future.

Click on the thumbnails below to get full size downloadable images.



[[Back to top](#)]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

[Print this page](#)

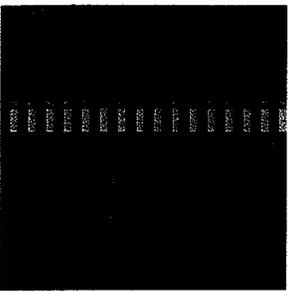
[Contact Us](#)

[Downloads](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.





Search

Go >

THE WORLD OF OMEGA

THE OMEGA COLLECTION

THE OMEGA MUSEUM

THE COMPANY

DISTRIBUTION NETWORK

CUSTOMER SERVICE



ATHLETICS

"Live timing" provided by OMEGA



OMEGA TIMING

SAILING



Learn more about athletics timing

SWIMMING

Learn more about swimming timing

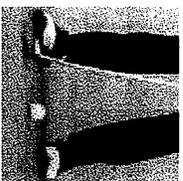


STAR AMBASSADORS

Alexander Popov, Ian Thorpe, Anna Kournikova, Michael Schumacher, Martina Hingis

GOLF

A strong worldwide partnership



WORLD OF OMEGA

- OMEGA in Space
- Events
- OMEGA and Sport
- Omega Timing
- Athletics
- Sailing
- Swimming
- Golf
- Ocean
- James Bond 007
- Star Ambassadors

[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

[Legal & Copyright](#)

[Print this Page](#)

[Downloads](#)

[\[Back to top \]](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



Search

THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM
THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

OMEGA TIMING

Timing today's high level sports events calls for even greater degrees of precision and reliability to meet the standards of international sports federations.

Involved in the world of sports since the beginning of this century, OMEGA has made major contributions to the development of top level sports timing technology.

The brand's responsibility for the reliability of its timing services is all the more important, given the fact that the time results are transmitted live by television.

Technically speaking, the Olympic Games alone represent more than twenty world championships covering all the Olympic disciplines, all of them staged at the same time and in the same place. The volume of equipment and number of technicians necessary to time these competitions is therefore the major problem.

Technically speaking, the Olympic Games alone represent more than twenty world championships covering all the Olympic disciplines, all of them staged at the same time and in the same place. The volume of equipment and number of technicians necessary to time these competitions is therefore the major problem.

Visit Omega Timing



WORLD OF OMEGA

- [OMEGA in Space](#)
- [Events](#)
- [OMEGA and Sport](#)
- [Omega Timing](#)
- [History of Omega](#)
- [Timing](#)
- [History of Omega Timing part 2](#)
- [Athletics](#)
- [Sailing](#)
- [Swimming](#)
- [Golf](#)
- [Ocean](#)
- [James Bond 007](#)
- [Star Ambassadors](#)



Search

THE WORLD OF OMEGA
 THE OMEGA COLLECTION
 THE OMEGA MUSEUM

THE COMPANY
 DISTRIBUTION NETWORK
 CUSTOMER SERVICE

Go



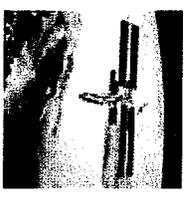
HISTORY

From the first watch worn on the moon...

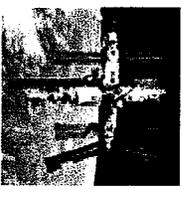


SPEEDMASTER

Gemini, Apollo, Skylab, ISS



OMEGA IN SPACE



OMEGA's first space laboratory

WORLD OF OMEGA

- OMEGA in Space
- History (1965-69)
- Space News
- Speedmaster Missions
- X-33
- MIR
- ISS
- Events
- OMEGA and Sport
- Ocean
- James Bond 007
- Star Ambassadors

X-33

Mission to Mars



NEWS

Legal & Copyright

Print this Page

Downloads

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.

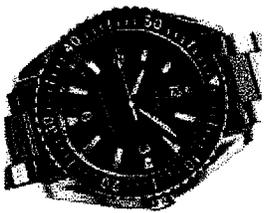
[Back to top -]

STAR AMBASSADOR

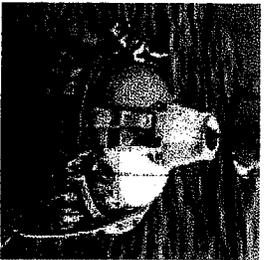
Thomas Stafford
Eugene Cernan



Seamaster 300, 1957



**New Seamaster 300,
1965**



Janus Operation



**Seamaster 600 with
monobloc case**

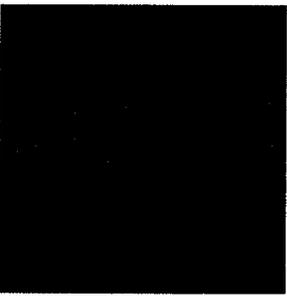
» next

[[Back to top](#)]

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

©2003 OMEGA Ltd. All rights reserved.



[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

[Legal & Copyright](#)

[Print this Page](#)

[Downloads](#)



Search

Go



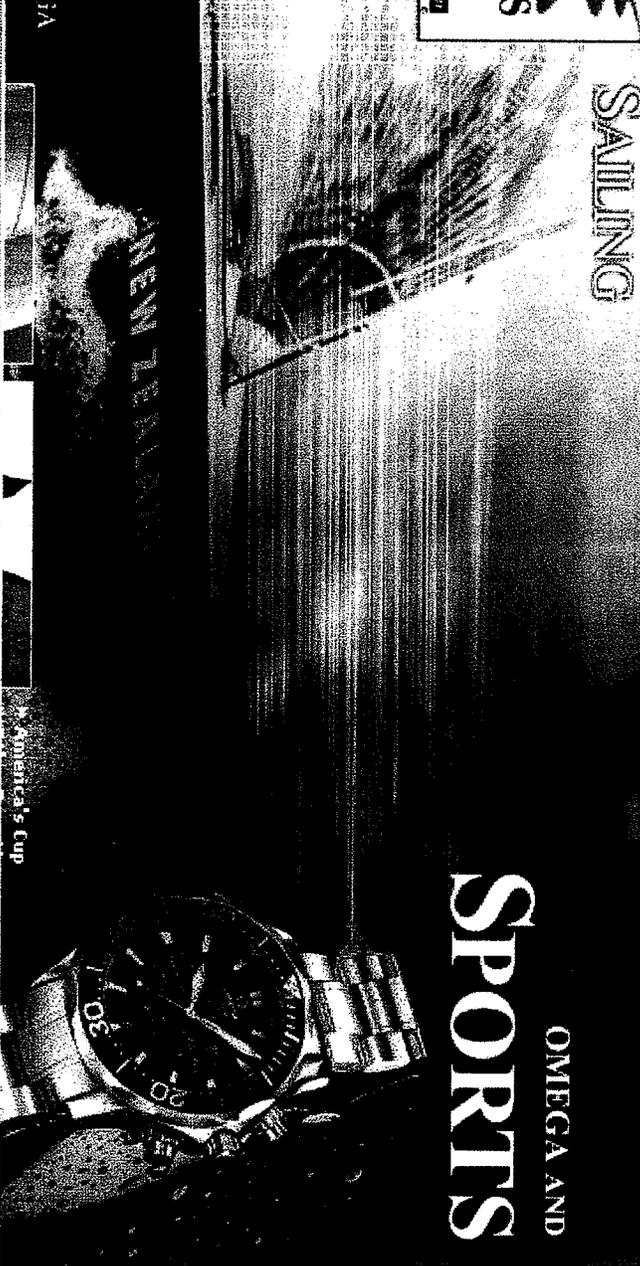
America's Cup

- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MUSEUM

SAILING

- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

OMEGA AND SPORTS



WORLD OF OMEGA

- Star Ambassador
- Dean Barker
- Ellen MacArthur



Search

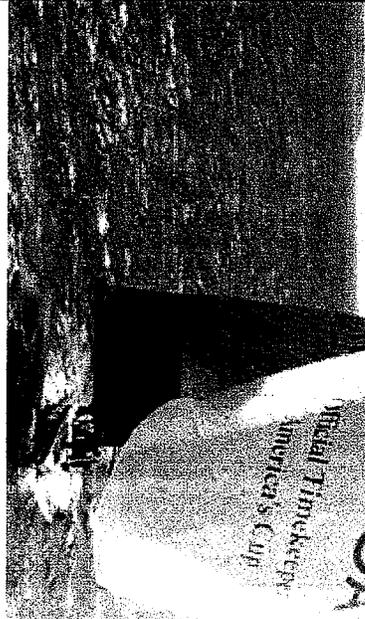
- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MASTER



Go

- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

AMERICA'S CUP



OMEGA AND SPORTS

OMEGA Seamaster America's Cup

WORLD OF OMEGA

- Other Regatta
- Calendar
- Star Ambassador
- Dean Barker

- OMEGA in Space
- Events
- OMEGA and Sport
- Omega Timing
- Athletics
- Sailing
- America's Cup
- History
- Formula of the Race
- Team New Zealand
- Other regattas
- Calendar
- Swimming
- Golf
- Ocean
- James Bond 007
- Star Ambassadors

OMEGA and the America's Cup share the same values, backed by a tradition of over 150 years. Dating back to 1851, the America's Cup is universally acknowledged as the most prestigious event in sailing and its coveted "Auld Mug" trophy is the oldest in sporting competition. The OMEGA brand, born three years earlier, rapidly acquired a similar status in its field and has grown to become one of the best known watch brands in the world today.



The race which gave birth to the America's Cup actually took place off the coast of the Isle of Wight, in the English Channel. The schooner America, which had sailed to England as an exhibit for the first World Exhibition, defeated 14 other yachts to win the "Royal Yacht Squadron 100 Guinea Cup" on 22 August 1851. The winners donated the trophy - a silver ewer - to the New York Yacht Club with the

look back on an eventful century and a half of history during which it has, just like the America's Cup, assumed a pioneering role in its field. Amongst its numerous world premieres are the first watch to be qualified for use in outer space and the only watch ever to be worn on the moon, the first watch with a Central Tourbillon movement and the world's first series-produced watch with a Co-Axial Escapement, launched earlier this year. OMEGA also shares the same philosophy as the America's Cup yacht designers: both continue a tradition of presenting finished products that are elegant, yet robust and utterly reliable. The design objectives are in fact so similar that today's OMEGA watches even have some materials in common with the latest racing yachts, such as resilient Kevlar and carbon fibre.



James Bond 007 Star Ambassadors

The race which gave birth to the America's Cup actually took place off the coast of the Isle of Wight, in the English Channel. The schooner America, which had sailed to England as an exhibit for the first World Exhibition, defeated 14 other yachts to win the "Royal Yacht Squadron 100 Guinea Cup" on 22 August 1851. The winners donated the trophy - a silver ewer - to the New York Yacht Club with the accompanying Deed of Gift requiring "...that it shall be preserved as a perpetual Challenge Cup for friendly competition between foreign countries". Thus the America's Cup was born - a name chosen with great foresight, since it is held in the defender's country, which remained the USA for over one hundred years until 1983, when Australian Alan Bond finally broke the US stranglehold on the Cup.

Over the years, the Cup has been defended by such American luminaries as William Rockefeller and Harold S. Vanderbilt in the face of persistent competition from their peers across the Atlantic, including the Scottish "tea king" Thomas Lipton, who competed for the Cup on a staggering 5 occasions, spanning a period of 30 years.

Whilst the traditional values of sailing and friendly competition were maintained throughout, the considerable resources invested in the quest for the Cup led to major developments that benefited the world of sailing as a whole.



OMEGA's longstanding association with the ocean has also led to numerous pioneering developments for divers' watches, such as the helium escape valve and the world's first chronograph with pushbuttons that function at depths of up to 300 metres - developments found in the watch range with a name that reflects the characteristics of the watch and, quite often, of its wearers: the OMEGA Seamaster. This outstanding reputation for producing robust and reliable divers' watches, coupled with OMEGA's links with the ocean world and the values it shares with the America's Cup, make it the ideal partner for the pinnae in match race sailing.





Address



http://www.omegawatches.com/omega/wa_sailing_his_amer



Go g le



across the Atlantic, making the scottish "sea king" Thomas Lipton, who competed for the Cup on a staggering 5 occasions, spanning a period of 30 years.

Whilst the traditional values of sailing and friendly competition were maintained throughout, the considerable resources invested in the quest for the Cup led to major developments that benefited the world of sailing as a whole.

The parallels between this remarkable history and the illustrious history of OMEGA are striking.

Born in 1848 at Louis Brandt's modest assembly workshop in La Chaux-de-Fonds, the heart of Switzerland's watchmaking country, OMEGA can also



[Press Center](#)

[Help and FAQ](#)

[Legal & Copyright](#)

[Print this Page](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA

[\[Back to top\]](#)



File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address http://www.omegawatches.com/omega/wc_sailing_team Go Google Links My Yahoo!



Search

THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

AMERICAS
CUP

OMEGA AND
SPORTS

Other Regatta
Calendar

Star Ambassador
Dean Barker

OMEGA Seamaster
America's Cup

WORLD OF OMEGA

Done

Internet

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address: http://www.omegawatches.com/omega/wo_sailing_regatta

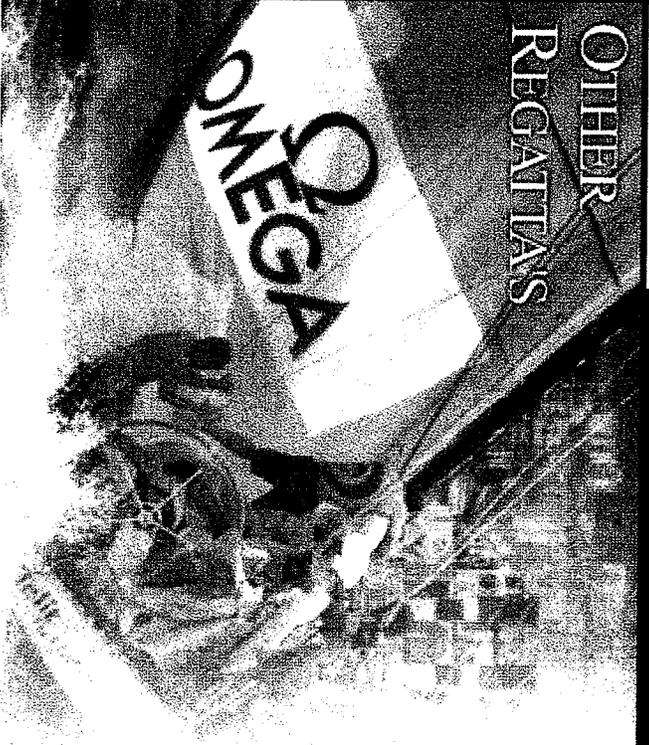
Go Go Links My Yahoo



Search

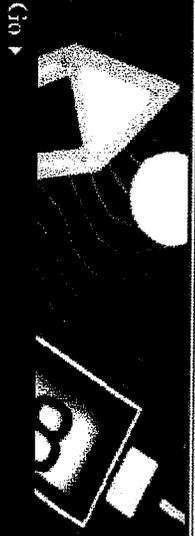
▶ OMEGA Seamaster
America's Cup

WORLD OF OMEGA



OTHER
REGATTAS

- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MUSEUM



- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

OMEGA AND SPORTS

- ▶ [America's Cup](#)
- ▶ [Calendar](#)
- ▶ [Star Ambassador](#)
- ▶ [Dean Barker](#)
- ▶ [Ellen MacArthur](#)

Done

Internet



- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MUSEUM



- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

Search Go

OMEGA AND GOLF

Title Sponsorships

OMEGA expresses its firm commitment to golf on an international level through title sponsorship of two major tournaments: the OMEGA European Masters held in Crans-Montana, Switzerland (on the European PGA Tour) and the OMEGA Hong Kong Open (on the Asian PGA Tour). Thanks to the brand's longstanding relations with its family of international brand ambassadors, OMEGA is able to add a further touch of prestige to these tournaments with the presence of the world's top golfers such as Ernie Els and Zhang Lian wei.

[read more](#)

OMEGA AND SPORTS

WORLD OF OMEGA

USA

WORLD OF OMEGA

- OMEGA in Space
- Events
- OMEGA and Sport
- Omega Timing
- Athletics
- Sailing
- Swimming
- Golf
- Title Sponsorships
- Golf USA
- Golf EUROPE
- Golf ASIA
- Ocean
- James Bond 007
- Star Ambassadors

USA

OMEGA is the Official Timekeeper of the PGA TOUR and SENIOR PGA TOUR. In this capacity, OMEGA will supply official timekeeping clocks at the majority of PGA TOUR events and will become an integral part of the PGA TOUR's timing system. The link between OMEGA and the PGA TOUR will be reflected by beautifully sculptured, permanent glass clocks enhancing each of the 21 Tournament Players Club courses.



[read more](#)

Europe

OMEGA's five-year partnership as Title Sponsor of the European Masters, held at Switzerland's prestigious Alpine resort of Crans-Montana, underscores the brand's strong association with golf and represents a



Asia

OMEGA has been associated with golf in the Far East for some time, sponsoring the Asian PGA Tour and the APGA Championship. In 2000, OMEGA signed on as title sponsor of the Hong Kong Open and gave



Golf ASIA

Ocean
James Bond 007
Star Ambassadors

Europe

OMEGA's five-year partnership as Title Sponsor of the European Masters, held at Switzerland's prestigious Alpine resort of Crans-Montana, underscores the brand's strong association with golf and represents a natural progression from its four years as a co-sponsor of the tournament. Furthermore, OMEGA's commitment ensures a healthy long-term future for this popular Swiss sports event.

read more



Asia

OMEGA has been associated with golf in the Far East for some time, sponsoring the Asian PGA Tour and the APGA Championship. In 2000, OMEGA signed on as title sponsor of the Hong Kong Open and gave the event an immediate boost by setting a record prize fund.

read more



Press Corner

Help and FAQ

Legal & Copyright

Print this Page

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold

Back to top

Internet



Search

- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MUSEUM



- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

TITLE SPONSORSHIPS

Star Ambassador
Ernie Els

OMEGA IN CRANS MONTANA

In Europe, OMEGA is title sponsor of the OMEGA European Masters, which is held in Crans-Montana, Switzerland each September. In 2001 we committed ourselves as title sponsor of this tournament for the next five years, securing a healthy long-term future for this prestigious event in the Swiss sporting calendar and building on our four successful years as co-sponsor of the event.

WORLD OF OMEGA

See OMEGA In Crans Montana

OMEGA AND SPORTS

2 OMEGA 10

healthy long-term future for this prestigious event in the Swiss sporting calendar and building on our four successful years as co-sponsor of the event.

See OMEGA in Trans Montana

OMEGA



OMEGA IN HONG KONG

OMEGA has also supported golf in the Far East for some time, sponsoring the Asian PGA Tour from 1995 until 1998 and the APGA Championship over the same period. In the year 2000, we signed on as title sponsor of the OMEGA Hong Kong Open and underscored our commitment to this tournament by setting a record prize fund. OMEGA continued its successful role as title sponsor of the 2001 OMEGA Hong Kong Open.

See OMEGA in Hong Kong

WORLD OF OMEGA

OMEGA in Space

Events

OMEGA and Sport

Omega Timing

Athletics

Sailing

Swimming

Golf

Title sponsorships

Golf USA

Golf EUROPE

Golf ASIA

Ocean

James Bond 007

Star Ambassadors



100
100
100
100



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM
THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search

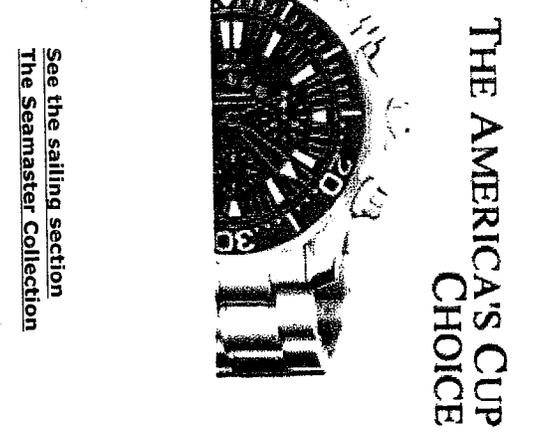
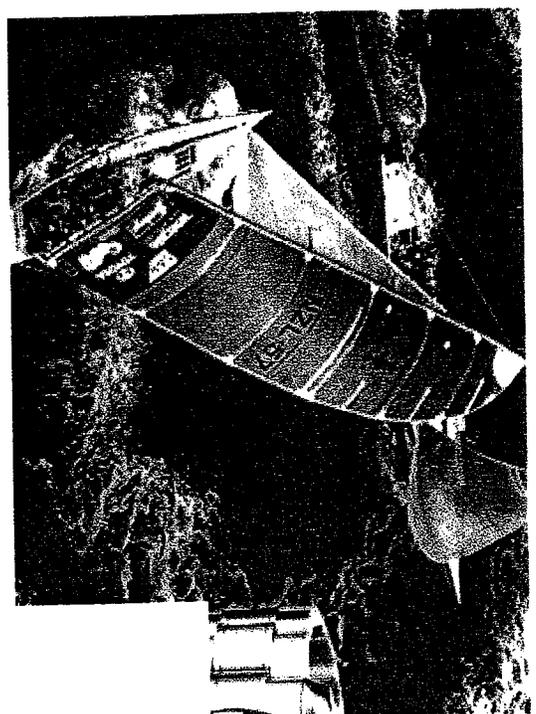


OMEGA EVENTS

- Sunday 02 February 2003
OMEGA ambassador
Eis wins Heineken
Classic
- Saturday 01 February 2003
Space Shuttle
Columbia

Thursday 30 January 2003
OMEGA, Official
Timekeeper of
KINGFISHER 2 s Jules
Verne...

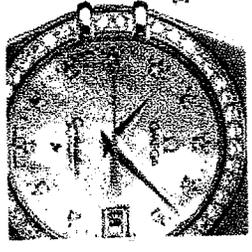
Please select
Your location:
United States



THE AMERICA'S CUP
CHOICE

See the sailing section
[The Seamaster Collection](#)

SEE THE
CONSTELLATION
IN ATOMIC REAL
TIME!



JULES VERNE
TROPHY
WITH
ELLEN
MACARTHUR

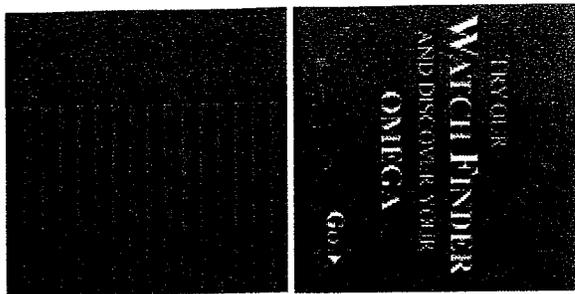
[\[Back to top\]](#)

[Press Corner](#)

[Legal & Copyright](#)

Important Information:

Omega does not sell any watches on the Internet.



[Help and FAQ](#)

[Print this Page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2002 OMEGA Ltd. All rights reserved.





- THE WORLD OF OMEGA
- THE OMEGA COLLECTION
- THE OMEGA MUSEUM
- THE COMPANY
- DISTRIBUTION NETWORK
- CUSTOMER SERVICE

Search

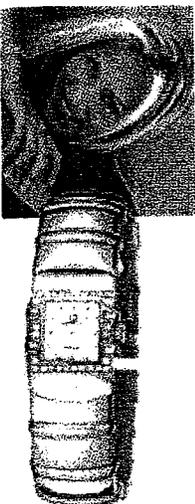
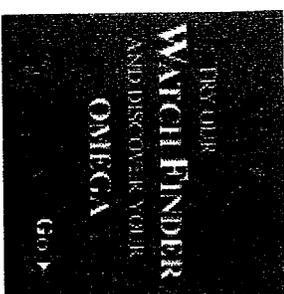
Go

- OMEGA COLLECTION
- Constellation
- Seamaster
- Speedmaster
- De Ville
- Specialties

THE OMEGA COLLECTION



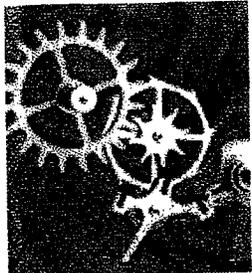
- [Constellation](#)
- [Seamaster](#)
- [Speedmaster](#)
- [De Ville](#)
- [Specialties](#)



ANNA KOURNIKOVA'S CHOICE



PIERCE BROSNAN'S CHOICE



**DISCOVER
DE VILLE
CO-AXIAL
ESCAPEMENT**

Co-Axial Escapement



**DISCOVER
SPEEDMASTER
BROAD ARROW**

The Broad Arrow

[[Back to top](#) ▲]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Help and FAQ](#)

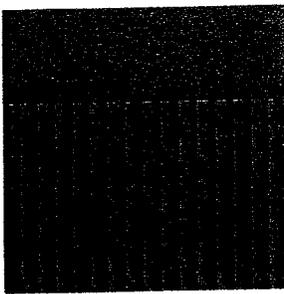
[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

© 2002 OMEGA Ltd. All rights reserved.



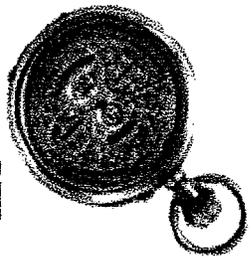


THE WORLD OF OMEGA		THE COMPANY
THE OMEGA COLLECTION		DISTRIBUTION NETWORK
THE OMEGA MUSEUM		CUSTOMER SERVICE

Search

[Go ▶](#)

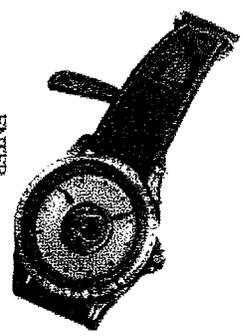
- OMEGA MUSEUM**
- Collector Pieces
- Exceptional Pieces
- Limited Series
- Visit the Museum
- OMEGA SAGA



ENTER
**COLLECTOR
PIECES ▶**



ENTER
**EXCEPTIONAL
PIECES ▶**



ENTER
**LIMITED
SERIES ▶**

The OMEGA brand does not just have an illustrious history - It has also made history. The prestige Swiss brand, with its roots in the Jura region - the very heart of Switzerland's watchmaking industry, has a unique dynamism which was already present at the brand's beginnings in the late 19th century, when it was one of the first Swiss watchmakers to produce wristwatches on an industrial scale. ▶ [More on the OMEGA Museum](#)

Museum Address:
Rue Stämpfli 96
CH-2500 Bienne 4
Switzerland

Entrance free-of-charge,
by telephone appointment.

[[Back to top](#) ◀]

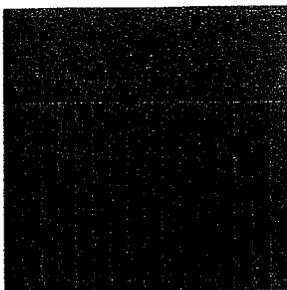
- [Press Corner](#)
- [Help and FAQ](#)
- [Contact Us](#)

- [Legal & Copyright](#)
- [Print this page](#)
- [Downloads](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

Sitemap



© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM

CHRONO.



AUTOMATIC
ESCAPER
3RD EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

Search



THE COMPANY

THE COMPANY

- History
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

In this section, you will relive the history of OMEGA. You will discover the numerous components that make OMEGA watches unique in the Technology section.

Then follow OMEGA's Art of design and be reassured by OMEGA's Quality Management.



[[Back to top](#) -]

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.

[Press Corner](#)

[Legal & Copyright](#)

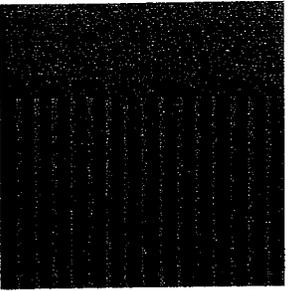
[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)





Search

DISTRIBUTION

- Zurich
- Cannes
- Bangkok
- Paris
- Milan

DISTRIBUTION NETWORK

To find your nearest OMEGA retailer, please click on the map or a link of your choice below.

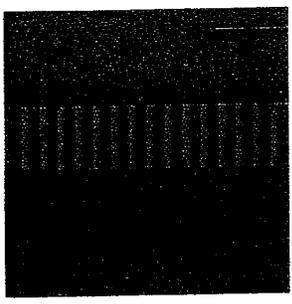
- Africa
- Asia
- Australia/S. Pacific Isl.
- C. America/Caribbean
- Europe
- North America
- South America



OMEGA flagship Stores:

- ZURICH - BANGKOK - CANNES - PARIS - MILAN -

[[Back to top](#)]



- [Press Corner](#)
- [Help and FAQ](#)
- [Contact Us](#)
- [Sitemap](#)

- [Legal & Copyright](#)
- [Print this page](#)
- [Downloads](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



Search

Go >

- CUSTOMER SERVICE**
- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches
- Information
- Glossary
- Customer Service
- Network

THE CUSTOMER SERVICE

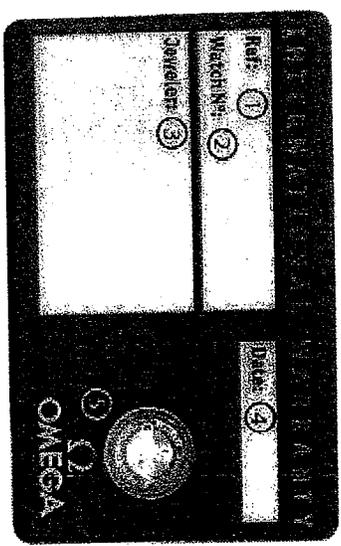
Omega Customer Service

Omega has an international Customer Service network covering more than 125 countries available to every Omega customer. All service centres throughout the world work to quality criteria fixed by Omega. In this way, Omega can guarantee that customer's watches can be restored to perfect working order by qualified watchmakers.

International Warranty

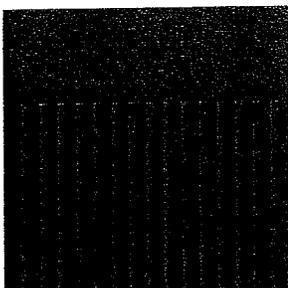
Your Omega watch is warranted to be free from manufacturing defects. Should such defects appear within two year of the date of purchase, your watch will be repaired free of charge at your nearest authorized repair agent in any of more than 125 countries. To be valid, the warranty card must be correctly filled in, dated and signed on the date of purchase by the Omega retailer.

► **Go to the Service Network** to locate your nearest authorized repair agent and check our **repair prices** (in Swiss Francs).



1 Watch reference number **2** Watch number **3** Address of the point of sale **4** Date of purchase **5** Genuine Hologram

[[Back to top](#)]



[Press Corner](#)

[Help and FAQ](#)

[Contact Us](#)

[Sitemap](#)

[Legal & Copyright](#)

[Print this page](#)

[Downloads](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



CHRONOMETER
AUTOMATIC
ESCAPED
2ND EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search

THE COMPANY

- History
- Message from the Chairman
- Watchmaking
- Art of Design
- Technology
- Quality Management
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

WATCHMAKING

THE BIRTH OF AN OMEGA WATCH

Using the revolutionary new **DE VILLE CO-AXIAL** as an example, this section shows you the evolution of an OMEGA watch.

Before any new OMEGA watch is launched, it passes through rigorous and well defined processes of design, technological development and quality control.

The Art of Design

The creation of a new watch starts with an internal brainstorming session based on a marketing brief which is translated into sketches, then industrial designs and ends with a first 3D prototype.

* Discover the ART OF DESIGN

Technology

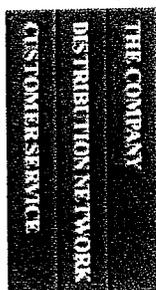
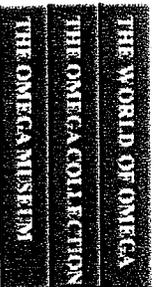
Technological development goes hand in hand with the evolution of the design. Our designers and engineers work very closely together when creating a new OMEGA watch.



OMEGA Quality

Quality is taken into account from the moment a new idea is born and remains an important theme throughout the entire development period.

* Discover the



Search

THE COMPANY

- History
- Omega as in Olympic
- M as in Mega-
- Precision
- E as in Elegance
- G as in Geography
- A as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

THE COMPANY HISTORY

OMEGA : a History in the Making

Today, seven out of ten people throughout the world are familiar with the OMEGA watch brand - a truly amazing rate of awareness to which few other watch brands can lay claim. The reason behind this success is said to be the reliably fine quality of every OMEGA watch. But excellent quality alone has not built the brand's solid reputation. The difference between an OMEGA and its major rivals may be expressed by the letters of its name: O as in Olympics, M as in Mega-precision, E as in Elegance, G as in Geography and A as in Astronaut.



But first let us take a look at OMEGA's economic development over the years and the lives of those outstanding personalities - from **Louis Brandt** to **Nicolas Hayek** - who have forged the brand's destiny. From its modest beginnings in La Chaux-de-Fonds in 1848, the assembly workshop created by 23-year-old **Louis Brandt** gradually gained renown. Throughout the long winter months - by the light of his workbench window - Louis Brandt assembled key-wound precision pocket watches from parts supplied by local craftsmen. When the snows had melted, he travelled throughout Europe selling his watches from Italy to Scandinavia by way of



Louis-Paul and César Brandt both died in 1903, leaving one of Switzerland's largest watch companies - with 240,000 watches produced annually and employing 800 people - in the hands of four young people, the oldest of whom, **Paul-Emile Brandt**, was not yet 24! Considered to be the great architect and builder of OMEGA, Paul-Emile's influence would be felt over the next half-century! The economic difficulties brought on by the First World War would lead him to work actively from 1925 toward the union of OMEGA and Tissot, then to their merger in 1930 within the group SSIH, Société suisse pour l'industrie horlogère SA, Geneva. Under his leadership, then that of Joseph Reiser beginning in 1955, the SSIH Group continued to grow and multiply, absorbing or creating some fifty companies, including Lémania, Lanco and Hamilton. By the seventies, SSIH had become Switzerland's no 1 producer of finished watches and no 3 in the world.

Weakened by the severe monetary crisis and recession of 1975



England, his chief market. After Louis Brandt's death in 1879, his two sons **Louis-Paul** and **Cesar**, troubled by irregular deliveries of questionable quality, abandoned the unsatisfactory assembly workshop system in favour of in-house manufacturing and total production control. Due to the greater supply of manpower, communications and energy in Blienne, the enterprise moved into the 2nd floor of this small factory in January 1880 then bought the entire building in December. Two years later the company moved into a converted spinning-factory in the Gurzelen district of Blienne, where headquarters are still situated today. Their first series-produced calibres, Labrador and Gurzelen, as well as, the famous OMEGA calibre of 1894, would ensure the brand's marketing success.

to 1980, SSIH was bailed out by the banks in 1981. Switzerland's other watchmaking giant ASUAG, principal producer of movement blanks and owner of the Longines, Rado and Swatch brands, was saved in similar fashion one year later. After drastic financial cleansing and a restructuring of the two groups' R&D and production operations at the ETA complex in Granges, the two giants merged in 1983 to form the Holding ASUAG-SSIH. In 1985 the holding company was taken over by a group of private investors under the strategy and leadership of **Nicolas Hayek**. Immediately renamed SMH, Societe suisse de microelectronique et d'horlogerie, the new group achieved rapid growth and success to become today's top watch producer in the world! Named Swatch Group in 1998, it now includes Blancpain and Breguet. Dynamic and flourishing, OMEGA remains one of its most prestigious flagship brands.

➤ [next](#)

[[Back to top](#) ▲]

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

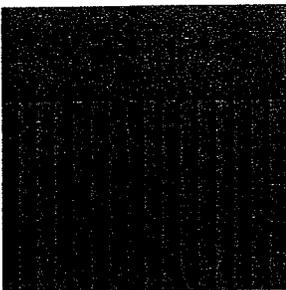
[Downloads](#)

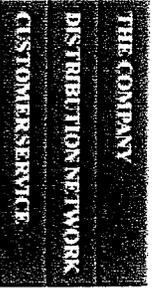
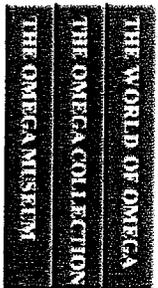
[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.





Search

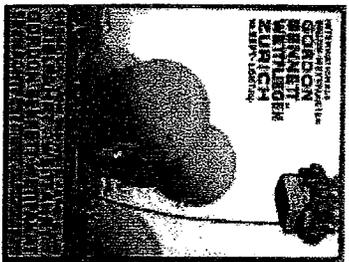
THE COMPANY

- History
- Omega as in Olympic
- Omega as in Mega-Precision
- Omega as in Elegance
- Omega as in Geography
- Omega as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

THE COMPANY HISTORY

Omega as in Olympics

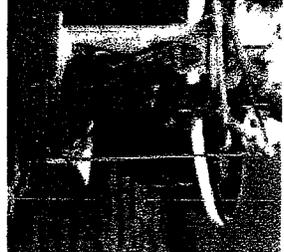
OMEGA has been the undisputed pioneer in sports timekeeping since the beginning of the 20th century, starting with the Gordon Bennett balloon race of 1909 in Zurich and the Olympic Games in Los Angeles in 1932. This was the first time a single company became official timekeeper of the Olympics, a privilege held more than 20 times to the present day. 1932 also marked the purchase of the famous Lémania factory producing high precision chronographs and stop watches in the Joux Valley.



In 1952, the "father" of modern timekeeping, Charles Sickert, received the Olympic Cross of Merit for outstanding service to the world of sport. The award recognised the OMEGA Time Recorder, an electronic quartz-driven chronograph for timing to the 1/1000 second, one of the numerous innovations owed to the engineers André Marchand, François Leu and Jean-Pierre Bovay: the first infrared photoelectric cell (Electric Eye) in 1945; the first Photofinish camera in 1949, bringing a final solution to the problem of clustered finishes in athletics; modernised under the

OMEGA has timed not only the Olympic Games over the past decades (under Swiss Timing since 1972), but also the world's largest sports events in athletics, swimming, sailing and golf. The brand is particularly proud to be associated with the Golden League Athletics Meetings in Berlin, Brussels, Oslo and Zurich - where OMEGA is the official timekeeper. Likewise in swimming, at the World Cup Championships and the European Swimming Championships, OMEGA has introduced live timing which allows swimming fans all over the world to call up results in real time via the Internet from the OMEGA timing site. In the world of golf, OMEGA is the sponsor of the OMEGA European Masters, both held in Crans Montana, Switzerland.

In the related field of diver watches, designed to accurately time the duration of an immersion, OMEGA pioneered with its 1932 Marine watch with removable double case, water-resistant to 135 metres, worn by American oceanologist



William Beebe in his Pacific explorations, the 1957 Seamaster 300 automatic with turning bezel, then the amazingly waterproof 1970 Seamaster 600 called the "Ploprof" used by Commander Cousteau to test man's physical and psychological capacities at 500 metres' depth; the same watch was worn by the divers of the Comex in Operation Janus, exploring the

name OMEGA Photosprint in 1963 and 1972, it later became the first Color Photosprint in 1981 and the Scan'O'Vision computerised imaging in 1990, scanning the finish line on magnetic tape and retransmitting it on any standard TV screen! In swimming, the first semi-automatic digital display Swim Eight-O-Matic Timer of 1956 was developed then the touch pads timing system in 1967 for the Pan-American Games in Winnipeg, equipped with sensors which react to the touch of the swimmers but not to water splashes. Other notable developments were the display of the times on the TV screen with the Omegascope in 1961, the world's first 100% electronic timing in Budapest in 1966, the first luminous scoreboards in 1960, digital in 1964, alphanumeric in 1970, then the giant matrix scoreboards in 1974 equipping today's most futuristic stadiums, as well as the first timing electronic data processing centre with display in 1978, predecessor to today's ultramodern "Chronomatic".



Corsican gulf of Ajaccio at 250 metres over 8 days. The Seamaster 1000 metres of 1971 was tested at this depth in 1975 on the North American Rockwell Beaver submarine. The elegant Seamaster 120 diver watch of 1981 was worn by the "Dolphin Man" Frenchman Jacques Mayol, free-diving to a depth of 101 metres off the island of Elba, Italy, inspiring the 1988 film "The Big Blue". "When you stop breathing, time seems to contract which is why it is vital to be able to rely on accurate time measurement." The 1988 Seamaster 200 metres set a new world record when the French scientific submarine Nautilus of the Faré mission descended to a depth of 4'400 metres in the Atlantic ocean. The high performance Seamaster Professional Chrono Diver is the world's first chronograph with push-buttons functioning at 300 metres' depth; it was inaugurated by the French free diver Roland Specker in the Lake of Neuchatel, Switzerland on September 4, 1993 setting a new world record for lake diving without scuba, reaching 60 metres' depth.

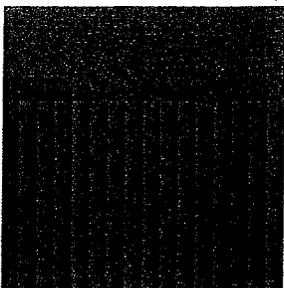
[▶ next](#)

[[Back to top](#) ◀]

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



- [Press Corner](#)
- [Legal & Copyright](#)
- [Help and FAQ](#)
- [Print this page](#)
- [Contact Us](#)
- [Downloads](#)
- [Sitemap](#)



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MISSION



OMEGA AUTOMATIC
ESCAPEMENT
2ND EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search



THE COMPANY

HISTORY

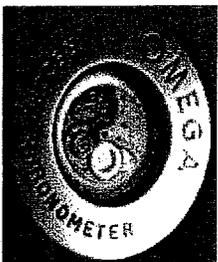
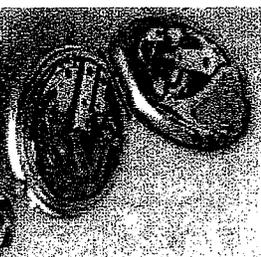
M as in Mega-precision

- History
- O as in Olympic
- M as in Mega-precision
- E as in Elegance
- G as in Geography
- A as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure



In 1894, François Chevallat designed and built a remarkable 19-line pocket calibre (43 mm in diameter) for "a popularly priced accurate timepiece". Produced by revolutionary new industrial manufacturing methods, the 19" calibre resulted from the mechanised "divided assembly system" based on the interchangeability of standardised parts. Considered the last word in technology, the instantly successful calibre was named "OMEGA", last letter of the Greek alphabet, synonymous with achievement, excellence, perfection. As the company namesake, the new calibre made OMEGA the leading watchmaker in Switzerland - both in quality and in quantity. From 1928 to 1965, under the technical direction of Henri Gerber, OMEGA's top-of-the-line pocket chronometers soon dominated annual production figures along with the famous 30 mm calibre wrist chronometer developed by Henri Kneuss in 1938 (worn by thousands of RAF pilots in World War II). In 1964, two thirds of the country's official rate certificates went to this famous calibre.

Moreover, the pieces specially adjusted by Gottlob Ith, Alfred Jaccard, Joseph Ory and André Brielmann won 93 precision contests organised by the Observatories of Neuchâtel, Geneva and



Under the technical direction of Hans Widmer in 1965, then Hans Schaller in 1976, OMEGA pioneered in the field of electronics by contributing - in conjunction with the Electronic Watch Center of Neuchâtel - to the 1967 introduction of the world's first quartz calibre, the famous Beta 21. This was succeeded by the world's first wristwatch to obtain the title of marine chronometer, the 1974 Marine Chronometer, with a performance deviation of less than one second per month - ten times better than an ordinary quartz watch! In 1980, Henri Schneider developed for the French navy a large size marine chronometer with a high frequency quartz vibrating 4.19 million times a second, guaranteeing an unmatched accuracy of 1/100 second per day! This remarkable instrument has been offered over the years as an official gift by the Swiss government to numerous heads of state including François Mitterrand, Ronald Reagan and Mikhail Gorbachov.

But traditional technology, which has regained popularity since the mid-eighties, has not been overlooked. OMEGA's 1999 launch of the revolutionary co-axial calibre, whose escapement designed



Kew-Teddington
(London). 72 of these were world records including the 1936 all-category record at Kew-Teddington with 97.8 points out of 100 - a score never to be matched as long as the contests were held! That record qualified OMEGA to represent the entire Swiss watch industry at the New York World Fair of 1939.

and built by the talented English watchmaker George Daniel's functions with practically no lubrication, has been one of the 20th century's major inventions in the area of mechanical watches !

[# next](#)

[[Back to top](#) ^]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

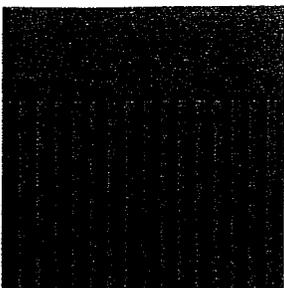
[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.





THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



CHRONOMETER
AUTOMATIC
ESCAPEMENT
LIMITED EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

Search



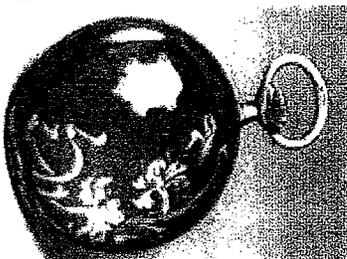
THE COMPANY HISTORY

THE COMPANY

- History
- O as in Olympic
- M as in Mega-Precision
- E as in Elegance
- G as in Geography
- A as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

E as in Elegance

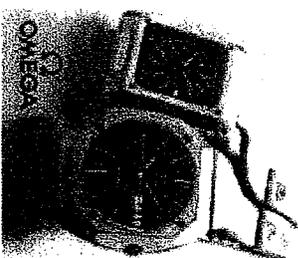
Since the end of the 19th century, OMEGA has set the pace in watch design. In 1892, it boldly launched the world's first minute repeater wristwatch, ringing the hours, quarter-hours and minutes on command. In 1900, the sumptuous Greek Temple pocket watch earned the Grand Prix at the Paris World Fair. In 1906, the



Grand Prix of the International Exhibition of Milan recognised the **Art Nouveau** design of the OMEGA collection, whose sensual animated shapes expressed the brand's flourishing creative vitality. This was the Belle Epoque for men's pocket watches and women's pendant timepieces. Lepine and Hunter calibres, round or square shapes, Bassines, demi-Bassines, "five or nine apples", grooved, Directoire, Royale, Louis XV, Louis XVI, Empire, lentille and extraflat cases, in silver or gold, stamped, chased, engraved, niello, enamelled or gem-set. With the turn of the century came the series-produced wristwatch. Between the World Wars, styles were sober with geometric shapes derived from cubism and functionalism. Art Deco fantasy designs became avant-garde. Decors of cloisonné enamel, bands of sapphires,

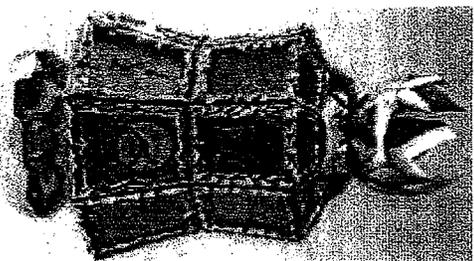
During the **Electronic Age**, OMEGA confirmed its pioneering spirit with even greater force with a series of world premieres: the impressive Electroquartz, one of the world's first analogue quartz watches (1970), the futuristic Time Computer with light-emitting diodes (1972), the Chrono-Quartz, first watch with analogue and LCD digital display (1976), the Memoraster, first programmable multi-memory LCD instrument watch (1977), the tiny De Ville and Baguette models without crown (1977-1978), the original Sensor Quartz and the ultraslim Dinosaur (1980), predecessor to the reversible Equinox (1981), the famous Constellation Manhattan with four claws, the intriguing Titane and the extra-hard Black Tulip (1982), the extremely sober Art Watch with exclusive Concrete Art medallion on the back, the Seamaster Multifunction "with eight faces and the magic crown" (1986), and the very feminine Carré square watch of 1999.

The beautiful craftsmanship of mechanical pieces like this perpetual calendar watch from the Louis Brandt collection (1984), this exclusive Central Tourbillon (1994) and these gossamer skeleton versions of the Seamaster Diver (1998) or the De Ville Co-Axial (1999) deserve their place in history. Created by Gilbert Albert



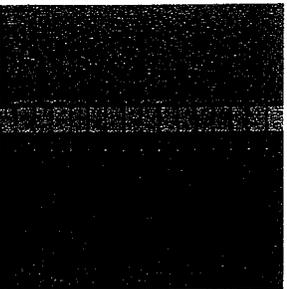
jade plants, fruits in coloured gems, table clock watches, clip watches, watches worn on the back of the hand between ring finger and wrist, armour watches and table clocks in mahogany or Sienna marble were the stars of the Modern Decorative and Industrial Arts Exhibition of Paris in 1925, which awarded another Grand Prix to OMEGA. At the International Exhibition of Barcelona in 1929 Gustave Brandt, son of César, was a member of the jury, a title even more coveted than a Grand Prix.

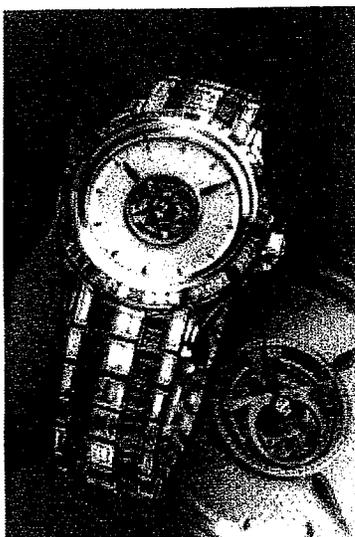
With the 1940 introduction of OMEGA's new Creation Department, headed during its first 15 years by René Bannwart, the brand played a leading role in both the haute couture and prêt-à-porter of **Glorious Thirties** watch design: the handsome (30mm) calibre, the ultra-slim Automatic (1942), the appealing Cosmic date with moon phase (1947), the sport water-resistant Seamaster (1948), the prestigious Constellation with 12-sided dial (1952), the sparkling Saphette and ravishing Ladymatic (1955), the elegant De Ville (1960), the modern Dynamic (1968), the "Continuous Shape" Constellation, the world's first truly integrated bracelet model (1969) and the Memomatic alarm with "Ligne pilote" case (1970).



or Luigi Vignando, the most exclusive pieces began receiving the highest **design awards** beginning in 1957: six Diamonds International awards, four honourable mentions and two City of Geneva prizes, as well as seven Golden Rose of Baden-Baden awards. For the 1964 New York World's Fair, Gilbert Albert created the Moldavita, a fabulous pendant necklace whose watch, meteorite, gold, diamonds and pearls recall all the elements of the universe: Time and Space, Fire, Earth and Sea... In 1970, Andrew Grima, jeweller to the Queen of England, created the sensational futurist collection About Time. In 1973, the honourable Spanish grand master of surrealism Salvador Dalí used the dial of an electronic OMEGA watch as the face of a statuette table clock La Prémonition des Tiroirs, one of his many allegories on the subject of Time and Psychoanalysis. In 1984, the productive French poet/watchmaker Dominique Loiseau designed the spectacular Rose des Temps, the world's most complicated table clock, a masterpiece of imagination, precision, miniaturisation and symbolism in which advanced technology rivals artistic achievement : 32 functions, 9,000 components, 10,000 work hours, and a sales price of 4.2 million Swiss francs. The following year, Loiseau outdid himself with the Sand Watches, six Lépine calibres built around a tourbillon cage placed in the centre of the movement. Constellation, Seamaster, Speedmaster, De Ville... classical beauty beyond fashion dictates, youthful sport models, instrument watches, the most prestigious jewellery watches, for women and men... In every sector, OMEGA is in the forefront. Their engineers and designers have met every challenge. Creativity, innovation, performance, reliability, elegance and prestige are the brand's key concepts. Tradition demands it...

[» next](#)





[[Back to top](#) ▲]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGAMUSEUM



TOMATIC
ESCAPED
D EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

Search



THE COMPANY

- History
- Omega in Olympic
- Mas in Mega-
- Precision
- E as in Elegance
- G as in Geography
- A as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

THE COMPANY HISTORY

G as in Geography

OMEGA watches are sold under guarantee throughout five continents. The brand enjoys an extraordinary reputation world-wide with a brand awareness among seven out of every ten persons! This high standing is due essentially to the excellence of OMEGA products but also to a marketing policy whose tools - product, distribution, price, promotion, after-sales service - have proved highly successful. OMEGA has indeed benefited from Switzerland's open-door policy, its free trade and exportation. The method of **selective distribution**, practised from the beginning by the Brandt brothers, consists of selling only to selected general agents with price and exclusivity conditions fixed by contract, markets organised in a solid and coherent manner and an appealing universal advertising campaign for the products. This policy of "marketing", existing long before the term itself, was as revolutionary as the manufacturing methods of the young "manufactory". In 1888, César Brandt brought his family to Paris where trade was beginning to develop in the first of the brand's foreign sales subsidiaries. By the seventies, fifteen such subsidiaries were in operation around the world, joined in the eighties by the ever widening network of the



In 1904, the famous Belle Epoque sketch artist Paul Helleu, followed by the talented commercial artist Leonetto Cappiello in 1912 and famed fashion artist René Gruau in 1946, created eye-catching masterpieces in the art of advertising. Starting in 1948, the year of the company.

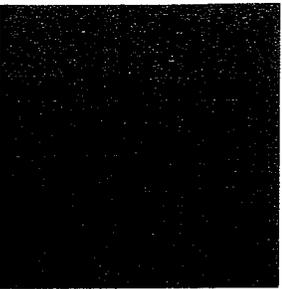
» next



the ever widening network of the

Swatch Group distribution. Every OMEGA watch is covered by a 10-year international maintenance guarantee honoured by the brand's 130 agents and 5,000 retailers in the **OMEGA World Service** organisation. These numerous after-sales service centres offer not only the best repair maintenance work but are famous in watchmaking circles for their efficient organisation. After breaking ground in the area of marketing, OMEGA turned its attention to communications. Taking the lead in watch advertising, the brand marked the beginning of the 20th century with dynamic ads featuring the graphic artwork of well-known artists.

[[Back to top](#) ▲]



[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



OMEGA
AUTOMATIC
ESCAPER
2ND EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

Search

THE COMPANY HISTORY

A as in Astronaut

Flight-qualified for the American astronauts in 1965 and the Russian cosmonauts in 1975, the legendary Speedmaster is probably the most famous watch in the world. Equipped with a calibre built at Lemania by Albert Piguet and encased by Pierre Molnat (successor to René Bannwart), the Speedmaster first appeared in 1957... forty years after the impressive model designed for pilots of World War I and used by the British Royal Flying Corps, ancestor of the RAF.

In 1962, NASA decided to equip the astronauts of its future Gemini and Apollo programmes with a highly accurate, legible, resistant and reliable wrist chronograph. For the purpose of comparison tests, NASA purchased chronographs of a dozen different brands from Corrigan's, a large retailer in Houston, Texas. The watch manufacturers were not informed of the project. By 1964, only six brands remained in competition. In September, NASA called for bids for a **final series** of tests on a dozen pieces from each competing brand - a total of eleven. With the chronograph running, the watches were literally boiled at 93° then



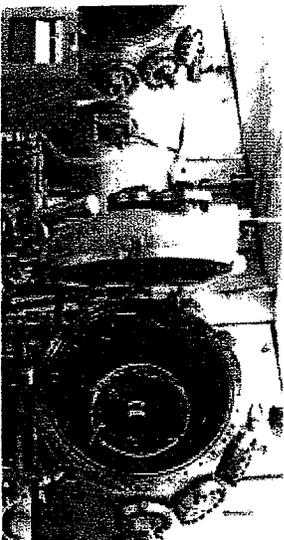
On April 17, 1970, the Speedmaster contributed actively to rescuing the mission **Apollo 13** after an explosion in the service module damaged the main power supply, cutting off the ship's chief source of oxygen. The crew was forced to switch down all power circuits, with the exception of the radio receiver. The Speedmaster was used to time the fraction of a second rocket firing for re-entry into the Earth's atmosphere - a time window of 14 seconds with a 10% margin of error. Any slight deviation would have sent the vessel into the infinity of space! With only the ticking of their OMEGA watches breaking the dramatic silence, the crew successfully pulled away from the lunar orbit and returned to Earth - saved by OMEGA... The performance earned OMEGA the Snoopy Award, the astronauts' highest award given to their suppliers.



Five years later, on July 17, 1975, the famous American/Soviet Apollo-Soyuz space rendezvous spotlighted the Speedmaster, which was worn

- THE COMPANY
- History
- O as in Olympic
- M as in Mega-
- Precision
- E as in Elegance
- G as in Geography
- A as in Astronaut
- OMEGA Advertising
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

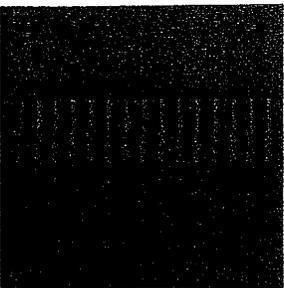
frozen at - 18° without interruption; they were soaked in oxygen for two days, exposed to shocks of 40 g in every direction, repeatedly placed in a vacuum chamber 15 times, compressed, decompressed, subjected to vibrations, ringing, etc. Several of the competing brands fell victim to the violent treatment and were eliminated in rapid succession. Only the Speedmaster withstood all the severe tests with a comfortable margin of tolerance to the limits imposed, namely 5 seconds per day!



On March 1st 1965 the Speedmaster was declared "flight-qualified by NASA for all manned space missions". Its moment of truth however came on June 3rd, on its second flight, when it was worn by Edward White on the American astronaut's first walk in space: it performed perfectly! Since that time, the Speedmaster has accompanied every astronaut with faultless precision and reliability on every space mission, including six moon landings, from Gemini, Apollo and Skylab to the current Space Shuttle programme. On July 21, 1969, at 2:56 GMT, there was "One small step for man, one giant leap for mankind". That magic instant when Neil Armstrong, then Buzz Aldrin set foot on the Moon was the Speedmaster's greatest moment in history, for which it has been named the Moon Watch, **the only watch ever to be worn on the Moon!**

not only by the Americans Stafford, Slayton and Brand, but also by Leonov and Kubassov! How did the Russians become involved? Quite simply when they were training a few weeks earlier in Houston, Omega public relations manager George Johnson offered Speedmaster chronographs to the cosmonauts, saying half jokingly, "If you want to rendezvous at the same time, you'd better have the same watches as the Americans!" The photos published after the mission showed that the Speedmasters were indeed worn by all. Doubly so, since both the American and the Russians wore one on each wrist Chosen the first time in 1965, then again victorious after two subsequent selections in 1972 and in 1978, the Speedmaster remains today an integral part of the astronauts' standard equipment. But OMEGA has never made it a practice to rest on its laurels. The brand is preparing to go to Mars via the Speedmaster Professional X-33, which has been qualified by NASA for the next 100 Space Shuttle flights... and which was worn on board the MIR space station. This high tech multifunctional electronic model, with digital/analogue display, was designed in coordination with American and European astronauts (Claude Nicollier), Russian cosmonauts and professional pilots, integrating the latest technical features required by the top specialists in manned space missions: mission elapsed time, universal time, date, 1/100 second chronograph, countdown, an alarm sound system assuring a minimum of 80 decibels and a luminous screen.

► [next](#)



[[Back to top](#) ^]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
 THE OMEGA COLLECTION
 THE OMEGA MUSEUM



THE COMPANY
 DISTRIBUTION NETWORK
 CUSTOMERSERVICE

Search

Go

ADVERTISING

OMEGA has always been a pioneer in the international marketing and advertising of watches. Its advertising history has not only created an internationally known brand but has also influenced watch advertising in general, as today with the OMEGA family of testimonial personalities.

1894 to 1914

The first descriptive advertising appeared in 1894, with the texts based on the technical achievements of the watches, distinguished at international exhibitions like the Paris World Fair of 1900.

From 1900 onwards, OMEGA commissioned the best graphic artists and painters to illustrate the brand's advertising message. Established Belle Epoque sketch artist Paul Helleu (1904) and renowned commercial artist Leonetto Cappiello (1914) - followed later by René Gruau - created small masterpieces of advertising artwork for Omega.

► See the ads from 1894 to 1914

The Twenties and Thirties

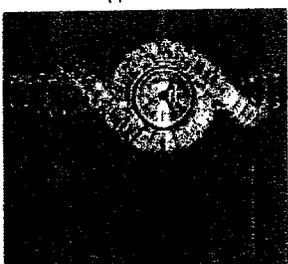
The message or slogan



The Fifties

Starting in 1948, the year of the company's centennial celebration, OMEGA further strengthened its market penetration with the brand's first global advertising concept. Presenting a universal identity for the brand, international advertising themes were applied on national and regional levels. Messages like the 1948 line "OMEGA, the watch the world has learned to trust" played a major role in developing awareness of the brand. The retail network still benefits from this intense advertising presence today.

► See the ads from 1948 to the nineties



The Nineties: A Family of Testimonial Personalities

OMEGA advertising in the nineties features a family of charismatic young men and women who affirm their choice of an OMEGA. Outstanding personalities in fashion, sports and the



THE COMPANY

- History
- Omega as in Olympic
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

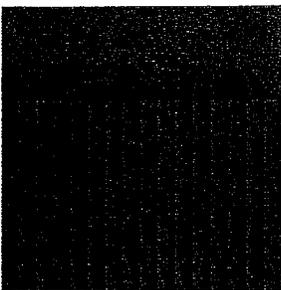
now dominated the ads. Sports (the first water-resistant watches), fashion and history were all used to illustrate the quality and beauty of OMEGA timepieces. The advertising managers were ahead of their time in realising the impact of repeating a slogan: from 1927 to 1943 every advertisement carried the tag line "OMEGA, the right time for life". As early as the twenties, catalogues displayed a wealth of creative talent in associating ladies' models with feminine charms.

✦ [See the ads from 1915 to 1947](#)

performing arts... young super-talents like top model Cindy Crawford, actor Pierce Brosnan alias James Bond, tennis aces Martina Hingis and Anna Kournikova, double Olympic champion swimmer Alexander Popov, twice America's Cup winner and head of "blakepeditions" Sir Peter Blake, top golfer Ernie Els and triple Formula 1 champion and speedmaster Michael Schumacher. In the last two years, OMEGA has also staged some highly original marketing events: the launch of the X-33 in space from the Russian MIR space station; playing golf atop the arch in Washington Square, New York City; racing a replica of the Lunar Rover against a street car in San Francisco!

✦ [See the ads of the nineties](#)

[[Back to top](#) ↕]



[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM

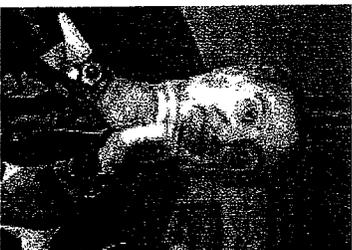


CHRONOMETRIC
AUTOMATIC
ESCAPED
EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search

- THE COMPANY
- History
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure



MESSAGE FROM THE CHAIRMAN

Dear visitors,

The Swatch Group & OMEGA has taken a pioneering role on the Internet, having introduced the revolutionary **Internet time**. OMEGA's new website continues this approach offering worldwide access to a wealth of information on this prestige brand which is part of the cultural tradition of Europe.

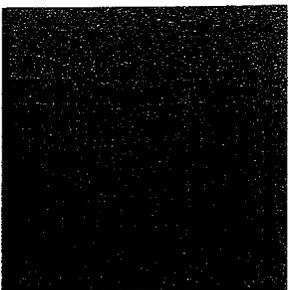
I wish you an enjoyable visit.

Best regards,

Nicolas G. Hayek
Chairman of OMEGA & the Swatch Group.



[[Back to top](#) ->]



- [Press Corner](#)
- [Help and FAQ](#)
- [Contact Us](#)
- [Sitemap](#)

- [Legal & Copyright](#)
- [Print this page](#)
- [Downloads](#)

Important Information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



OMEGA
AUTOMATIC
ESCAPED
EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMERSERVICE

Search



THE COMPANY

- History
- Message from the Chairman
- Watchmaking
- Art of Design
- Technology
- Quality Management
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

WATCHMAKING

THE ART OF DESIGN

Discover the art of design for the new De Ville Co-Axial:

Drawing

The concept is the interpreted by our designers, who present the first drawings to our board of directors. Once a decision has been taken concerning the main aesthetic aspects, the new Omega watch is then created as a 3D model on the computer by our designers together with our engineers in order to avoid design proposals which are not feasible from a technical point of view.



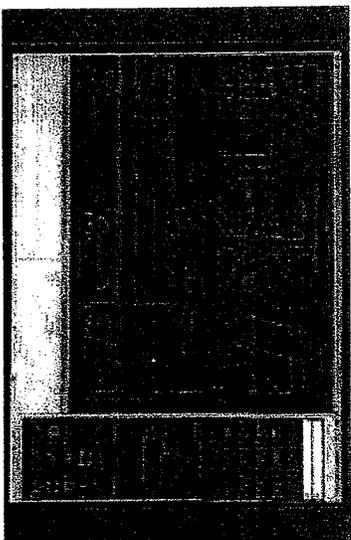
Prototyping



Casting

The very first prototype is made by a special printer to give the first real touch of a new Omega watch. Most of the aesthetic details are defined during this period.

After the casting, our suppliers are included in the next stage of the development process, where decisions are taken on which material to use, which colours should be used for the dial and the hands. The first prototypes are then produced and submitted to our board of directors and our markets for approval of the final decision to manufacture the new De Ville Co-Axial was taken at this stage.



Final Product

Once the new watch, and in particular its movement, has passed quality control and been thoroughly tested, production can start. We are very proud to present you the new DE Ville Co-Axial collection.

[* Discover our products](#)

[\[Back to top ▲ \]](#)

[Press Corner](#)

[Legal & Copyright](#)

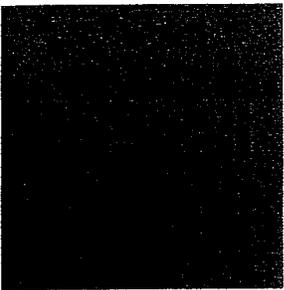
[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

[Sitemap](#)



Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



TOMATIC
ESCAPED
D EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search

Go

WATCHMAKING

TECHNOLOGY

THE COMPANY

- History
- Message from the Chairman
- Watchmaking
- Art of Design
- Technology
- Quality Management
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

The Movement

Omega has a long tradition and considerable expertise in manufacturing movements. Therefore, special attention is given to the development of new movements to continue Omega's history.

The new Co-Axial movement was developed in conjunction with renowned master watchmaker Dr. George Daniels and our engineers. Following several years of development work, the movement was rigorously tested and the first limited series was launched in 1999. The new De Ville Co-Axial collection was presented in 2001.



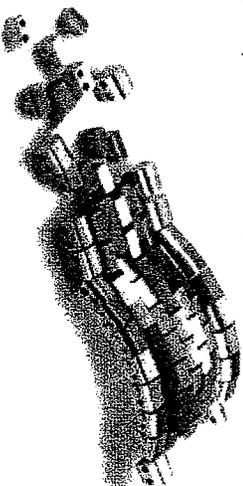
Dial and Hands

From the start of the development period, prototypes of the dial and hands are produced to give a better impression of the look and the technological requirements for these parts.



The Bracelet

Omega bracelets meet the latest technological and aesthetic criteria within the watch industry. Another important factor is the comfort of the bracelet when worn on the wrist which is ensured by the fine finishing of the Omega bracelets. Special attention was paid to the development of the original De Ville bracelet.



The Case

The case is one of the key points in developing a new model in terms of design and technology. Special attention is



The design inspiration came from a 1952 Omega bracelet. The new bracelet represented a particular challenge for our Technical Development department, since it is composed of numerous movable links with contrasting

therefore paid to its development: as soon as our designers start to create the watch case as a 3D version on their computer, our engineers are involved, since the dimensions of the case are determined by the size of the movement. The technical development can be carried out at the same time, since the design and the technical development software are compatible.

satin and polished finishes.

[[Back to top](#) ▶]

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

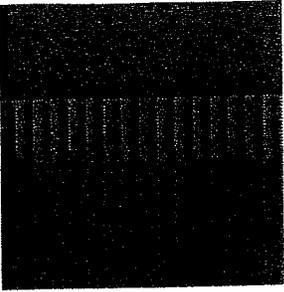
[Downloads](#)

[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.





THE WORLD OF OMEGA
THE OMEGA COLLECTION
THE OMEGA MUSEUM



TOMATIC
ESCAPED
D EDITION

THE COMPANY
DISTRIBUTION NETWORK
CUSTOMER SERVICE

Search



THE COMPANY

- History
- Message from the Chairman
- Watchmaking
- Art of Design
- Technology
- Quality Management
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

WATCHMAKING
QUALITY

The Movement

Each new Omega movement has to pass various strict tests. The movements are tested on the wrist in existing Omega models by our Technical Development Department. At the same time, various laboratory tests are conducted to determine temperature-resistance, shock-resistance and vibration-resistance. The precision of the movement is also tested.

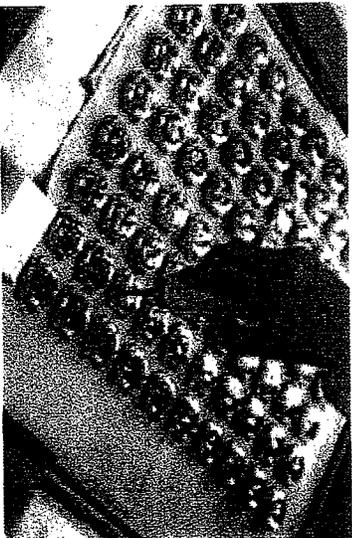


The Case

Once a prototype of a new case has been produced, it is subjected to various tests (e.g. water-resistance) by our Quality Assurance department. The decision on whether to manufacture a new case is only taken if the new prototype passes all tests.

Dial and Hands

The ultraviolet test is particularly important for new hands and dials, since the resistance of the new materials to light must be guaranteed.



The Bracelet

Like any new movement, new Omega bracelets are also tested by wearing. They have to pass stringent mechanical tests to prove their durability.





[[Back to top](#) ↕]

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

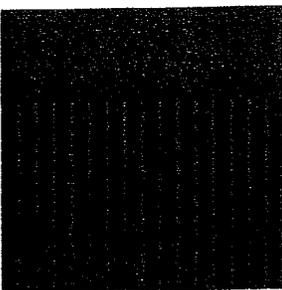
[Contact Us](#)

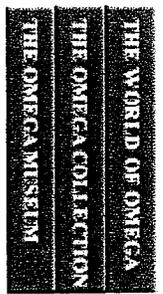
[Downloads](#)

[Sitemap](#)

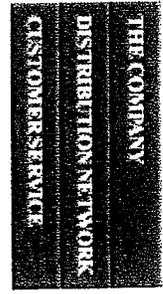
Important information:
Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.





TOMATIC
ESCAPE
D EDITION



Search

COMPANY
OMEGA SAGA

- THE COMPANY
- History
- Message from the Chairman
- Watchmaking
- OMEGA SAGA
- Contact Us
- Questions
- Order a Brochure

Published by the Adrien Brandt Foundation for the heritage of Omega in 1998 on the occasion of the 150th anniversary of the company, this book was conceived and written by Marco Richon, curator of the OMEGA museum. It is above all a work of reference, intended to be as exhaustive, detailed and illustrated as possible, in a form condensed to the extreme. Written in an often telegraphic style and essentially factual in nature, it is nevertheless brought to life by numerous first-hand accounts, many of them hitherto unpublished, which punctuate the more technical descriptions in a vivid and colourful manner.

The book consists of the following chapters:

1. **1848-1998: from Louis Brandt to Nicolas Hayek**, which deals with the economic, social, political and strategic evolution of the company, from the assembly workshop of La Chaux-de-Fonds to the emergence of the Swatch Group via the good and the bad fortunes of the SIH.
2. **O, as in Olympics**, devoted to sports timekeeping, a field in which OMEGA was the main pioneer, to the apparatus and equipment developed for this, to chronographs and counters of all kinds, as well as the closely related world of divers' watches.
3. **M, as in Mega-precision**, presenting the



5. **G, as in Geographic**, which outlines the business strategy pursued by the company from the era of the postal coach to that of the Internet and OMEGA's global reach, which has been achieved through highly effective advertising and an efficient distribution and after-sales service network.
 6. **A, as in Astronaut**, dedicated to the legendary Speedmaster, to all the chronograph variants derived from it and to the relationship between OMEGA and NASA astronauts and Russian cosmonauts.
- These first six chapters are followed by an Index of 2850 proper names.

designs of calibres (with the first-ever complete nomenclature of the same), machines and tools, production methods and the prestigious records obtained at precision competitions.

4. **E, as in Elegance**, which presents the brand's most famous models and collections, the leading role played by OMEGA in the "haute couture" and "prêt-à-porter" of watchmaking, as well as some of the flattering distinctions its watches have obtained.

OMEGA SAGA, a beautiful volume of 488 pages, in a format of 25 x 31 cm, includes over 1000 illustrations (of which one quarter are in colour), bound in a canvas cover with translucent jacket. Print run: 3500 copies, in French.

7. **Synoptic chronology of watchmaking**, which constitutes a mini-encyclopaedia of history, placing OMEGA in the context of the technical and economic development of timekeeping, from prehistory to the 21st century; it is the broadest and most detailed synoptic chronology of watchmaking ever written to this day; this final chapter is completed by its own index, which includes some 3800 words.

Price: **200.-** CHF

Including VAT and postage within Switzerland

Surcharge for shipping abroad:

Europe CHF **15.-**, overseas CHF **30.-**

ONLY AVAILABLE IN FRENCH

Please order from the following address:

OMEGA Ltd.
Attn. Marco Richon
 rue Stämpfli 96
 CH-2500 Bienne 4
tel: +41 (0)32 343 9211
fax: +41 (0)32 343 9870

[Contact form](#)

[[Back to top](#) ↕]

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

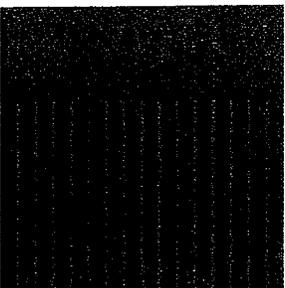
[Downloads](#)

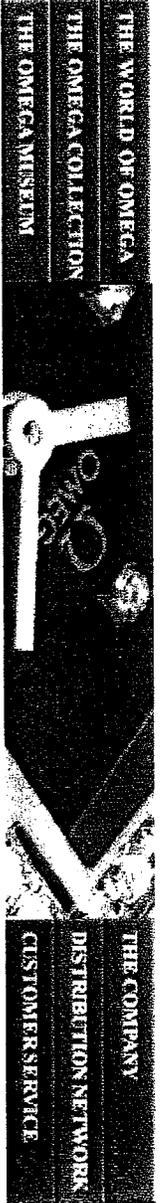
[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.





Search

CUSTOMER SERVICE

- Repair
- Restore
- Customer Service Network
- Watch Care
- Glossary
- Vintage Watches Information

THE CUSTOMER SERVICE

Dear visitor,

We endeavour to answer all questions as soon as possible. If you cannot find an appropriate answer in our [FAQ section](#), please take a moment to fill in the form below. After completing the form, please click on the "Submit" button.

All fields marked with an * must be completed

Title

* First name:

* Last name:

* Country:

* e-mail:

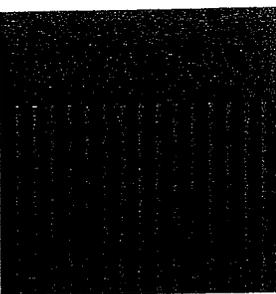
* Please select the department you wish to ask a question:
Question/Remark:

IMPORTANT NOTE :
From now on, according to our firm's new policy this year, if you have further inquiries addressed to us you must contact us through our website as follows :

. "CUSTOMER SERVICE" / "Vintage Watches information" (for specific questions about a watch)
[Use Vintage watches Information](#)

· "THE COMPANY" / "Questions" / "Museum and History" (for general information about Omega's Museum and History)
Use the form below.

Please note :
we will no longer answer questions addressed directly to our personal e-mail inboxes.
Thanks for your understanding.



[Press Corner](#)
[Help and FAQ](#)
[Contact Us](#)
[Site Map](#)

[Legal & Copyright](#)
[Downloads](#)

Important information:
OMEGA does not sell any watches on the Internet.
Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2002 OMEGA Ltd. All rights reserved.



Search

CUSTOMER SERVICE

- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches
- Information
- Glossary
- Customer Service
- Network

THE CUSTOMER SERVICE WATCH INFORMATION

» [Vintage Watches Information](#)

We can provide watch information for your **OMEGA watch**. If you wish to have your watch information, please use the form below.

Due to the considerable number of requests we receive and the research this involves, it can take **three weeks or more** for us to reply to vintage information enquiries.
We therefore thank you in advance for your patience.

» [Help with form](#)

The following information is required to allow us to identify your watch:

- The 7 or 8 digit movement number
- The calibre number
- The [watch reference number](#)

[[Back to top](#) >]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Help and FAQ](#)

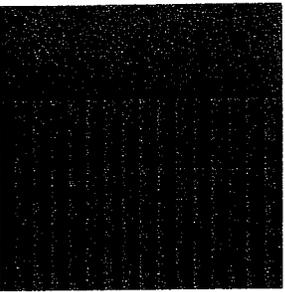
[Print this page](#)

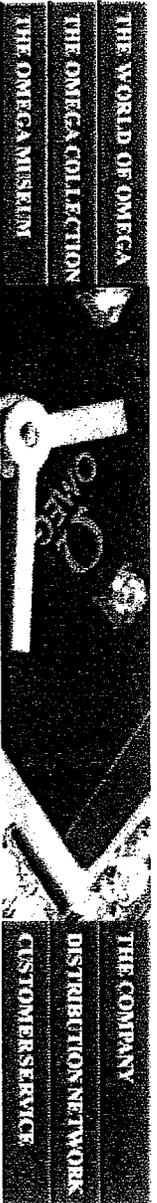
[Contact Us](#)

[Downloads](#)

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.





Search

THE CUSTOMER SERVICE

[A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z]

CUSTOMER SERVICE

- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches
- Information
- Glossary
- Customer Service Network
- Customer Service Network A-B
- Customer Service Network C-D
- Customer Service Network E-F
- Customer Service Network G-J
- Customer Service Network K-O
- Customer Service Network P-T
- Customer Service Network U-Z

Agores

Tempus Internacional, Lda
 Av. Infante D. Henrique,
 Lote 1679R/C Lisboa 1900
 Portugal
 Tel. + 351 218 310 100
 Fax. + 351 218 310 135
 E-mail: strosa@tempus.pt

Algérie

MS DIFFUSION SARL
 2, rue Shakespeare
 El-Mouradia
 DZ - ALGER
 Tel. 00213 21 484 231
 Fax. 00213 21 484 233

Andorra

Suissa
 Avda. Meritxell 37
 Andorra La Vella
 Principaut?? d'Andorre
 Tel. + 376 806 353
 Fax. + 376 861 393
 E-mail: suissajolers@andorra.ad

Angola

Triangulo Lda,,
 Largo Saydi Mingas
 Edificio B.P.C. 180 Piso
 Luanda

Argentina

Chronex SA
 Tucuman 622 5to. Piso
 1049 Buenos Aires
 Argentina
 Tel. +54 11 / 4393 63 99
 Fax. +54 11 / 4328 07 01
 E-mail: chronex@contactime.com.ar

Aruba

Little Switzerland
 P.O. Box 7 Oranjestad
 Aruba
 Fax. + 2978 2 71 97

Austria

The Swatch Group Austria GmbH
 Ares Tower
 Donau-City-Strasse 11
 1220 Wien
 Tel. + 43 (0) 1 981 85 36
 Fax. + 43 (0) 1 981 85 89
 E-mail: omega@swatchgroup.at

Australia and other South Pacific Islands

The Swatch Group (Australia) Ltd.
 P.O. Box 456, Prahran, Vic.
 3181
 47, Wellington Street, St.Kilda,
 Vic, 3182

Bahamas

Little Switzerland
P.O. Box N3218 Bay
Street Nassau

Bahamas

Colombian Emeralds International
P.O. Box F-349
International Bazaar
Freeport

Bahrain

Behbehani Bros. W.L.L.
P.O. Box 168 13
Bank Building Government
Avenue Manama 306
State of Bahrain
Tel. + 973 53 15 50
Fax. + 973 53 60 70
E-mail: bjcl@bataico.com.bh

Bangladesh

Saco Watch Co.
64, Baitul Mukarram
Dhaka - 2

Barbados

Louis Bayley DaCostas
Mail Bridgetown
Barbados

Belgique

The Swatch Group (Belgium)
S.A. / N.V.
The Bridge
Chaussée de Mons 1424
B - 1070 BRUXELLES
Phone : ++32 2 520 14 73
Fax : ++32 2 520 53 15
E-Mail:
savina.moens@swatchgroup.be

Bénin

A l'Heure Exacte
P.O. Box 289
Cotonou

Berrnuda

Astwood-Dickinson Co.
Ltd. P.O. Box 458 85,
Front Street Hamilton 6
Fax. + 1441 295 52 57

Bolivia

Swiss Watch Co
Av. Velarde # 113
Santa Cruz
Tel. + 59 133 368 762
Fax. + 59 133 364 762
E-
mail:swisswatch@cotas.com.bo

Bielorussia

Jana Co
36, K. Marska
220030 Minsk
Tel. + 375 172 76 80 74
Fax. + 375 172 89 10 74
E-mail:
janeco@ianaltd.belpak.minsk.by

Bielorussia

Ziko
15, Komsolmol'skaya Street
Minsk 220050
Tel. + 375 1 726 91 565
Fax. + 375 1 721 00 735
E-mail: ziko@mail.bn.by

Brasil

Swatch Group Brasil
Edificio Pantheon Pinheiros
Rua Dr. Fernandes
Coelho, 85-3 andar
Sao Paulo
SP 05423-040
Tel. + 55 11 3037 27 77
Fax. + 55 11 3037 28 00
E-mail:
renato.rabbat@br.swatchgroup.com

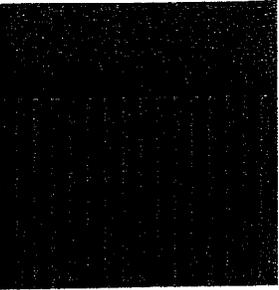
Brunei

**The Swatch Group S.F.A. (S)
Pte. Ltd.**
438 A Alexandra Road # 05-
03/4 Alexandra
Technopark Singapore 119967
Tel. + 656 275 63 88
Fax. + 656 271 98 96
E-mail:
swatchgroupsea@pacific.net.sg

Bulgaria

Ovaras
Vitosha 43
Sofia
Tel. + 3592 981 39 39
Fax. + 3592 857 71 57

[[Back to top](#) ^]



[Press Corner](#)

[Legal & Copyright](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

© 2003 OMEGA Ltd. All rights reserved.



Search



CUSTOMER SERVICE

- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches information
- Glossary
- Customer Service Network

THE CUSTOMER SERVICE WATCH CARE

Preventive Maintenance

What should I do to ensure that my watch continues to provide excellent service for many years?



Magnetic fields: avoid placing your watch on speakers or refrigerators, since these have strong magnetic fields.



Bathing in the sea: always rinse your watch with warm water afterwards.



Shocks: whether thermal or other, avoid them.



Crown: screw it in carefully to ensure that no water enters the mechanism.



Cleaning: for metal bracelets and for all water resistant cases use a toothbrush with soapy water and a soft cloth for drying.



Chemical products: avoid direct contact with solvents, detergents, perfumes, cosmetic products etc., since they may damage the bracelet, the case or the gaskets.

Service Intervals

What are the service intervals?

Like any high-precision instrument, a watch needs to be serviced regularly in order to work perfectly. Obviously, we cannot indicate the intervals for such work, which depends on the model, climate and the care taken by the watch's owner. As a general rule, service intervals are between 4 and 5 years, depending on the use of the watch.

OMEGA recommends that you follow the steps below in order to preserve the condition of your leather strap as long as possible:

1. Avoid contact with water and dampness to prevent discoloration and deformation.
2. Avoid prolonged exposure to sunlight to prevent the colour from fading.
3. Do not forget that leather is permeable! Therefore avoid contact with greasy substances and cosmetic products.
4. If you have a problem with your leather strap, please contact your nearest OMEGA retailer.



Temperatures: avoid extreme temperatures above 60°C or 140°F below 0°C or 32°F or extreme temperature changes.

5. In spite of the fact that the life expectancy of leather (as an organic material) is limited in time (sweat, wear and tear etc.) a leather strap should last for a period of about 12 months, without alteration of its aesthetic look.

[[Back to top](#) ▲]

[Press Corner](#)

[Legal & Copyright](#)

[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

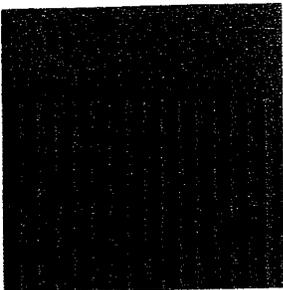
[Downloads](#)

[Sitemap](#)

Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.





Search



WATER RESISTANCE

- THE COMPANY
- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches information
- Glossary
- Customer Service Network

<p>Watches water resistant to 30 and 50m are protected against:</p> <p>Water splashes</p> <p>Rain</p> <p>Strong exposure to water</p> <p>Submersion in water</p>	<p>Watches water resistant to 120m can be used for deep-sea diving and are protected against:</p> <p>Water splashes</p> <p>Rain</p> <p>Strong exposure to water</p> <p>Submersion in water</p>	<p>Watches water resistant to 200 and 300m, with unidirectional turning bezel, can be used for deep-sea diving and are protected against:</p> <p>Water splashes</p> <p>Rain</p> <p>Strong exposure to water</p> <p>Submersion in water</p>
--	--	--

		
	Free diving	Free diving
		
	Scuba diving (unidirectional turning bezel)	Scuba diving (unidirectional turning bezel)
		
	Compression diving (unidirectional bezel and helium escape valve)	Compression diving (unidirectional bezel and helium escape valve)
		

Every Omega will remain water resistant provided that the crown, pushers, crystal, case and gaskets remain intact. We recommend you have the water resistance checked once a year by a service centre or agent, if possible before the bathing season.

[[Back to top](#)]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

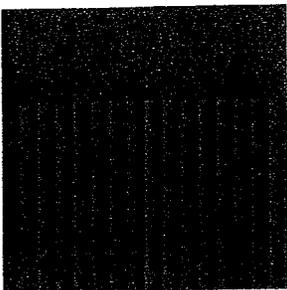
[Print this page](#)

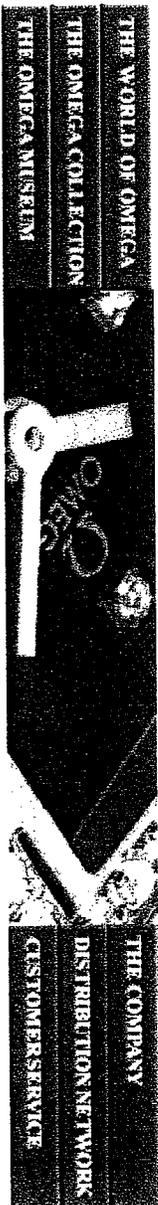
[Contact Us](#)

[Downloads](#)

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.





Search [GO >](#)

CUSTOMER SERVICE

- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Vintage Watches
- Information
- Glossary
- Customer Service
- Network

THE CUSTOMER SERVICE REPAIR DEPARTMENT

We also have a modern workshop with an optimal infrastructure and qualified professional staff who repair, service and restore watches from our current collection as well as old watches. Furthermore, our staff benefits from continuous training in order to maintain and improve the level of service we offer to our customers.

- **Infrastructure**

Modern, well-lit workshop
 Clear instructions on work flow, with up-to-date technical information
 Ergonomic and spacious workplaces
 Modern testing and measuring equipment
 The best specialist tools
 Working stock of spare parts
- **FR Staff**

Qualified staff: watchmakers/repairer, polisher, jeweler and other specialists
 Permanent on-the-job training in order to better serve our customers
 Apprentices: training watchmakers in order to ensure a supply of qualified staff for the future.



- **Statistics**

We repair approximately 35'000 watches per year, of which 33% are current watches less than 15 years old, 33% are watches between 15 and 40 years old, 22% are chronographs and 11% are watches over 40 years old, as well as some restorations.

80% of the repairs come from the Swiss market, with the remaining 20% coming from the international market.

» [Find the nearest repair center](#)

The stages in the repair work

1 Open the case, remove the dial and the

13 Assemble and lubricate the movement in accordance with the instructions (Technical

movement

- 2** Disassemble the case (crystal, pushers, crown, tube, bezel etc.)
- 3** Restore the case and the bracelet to their original state, repair if necessary
- 4** Wash the case and bracelet
- 5** Re-assemble the case using new parts (crystal, pushers, crown, tube, gaskets etc.)
- 6** Remove the dial and the hands
- 7** Disassemble the movement into its individual components
- 8** Check whether the watch parts function correctly, check for rust or wear
- 9** Replace any faulty watch parts
- 10** Wash the disassembled movement in a cleaning machine with specific baths
- 11** Check the cleanliness

Guide)

- 14** Adjust the movement in accordance with Omega's quality criteria
- 15** Fit the dial and the hands
- 16** Final adjustment of the movement in accordance with working directives
- 17** Close the case and check the water-resistance
- 18** Set the correct time on the watch, check the cleanliness and the functioning of the assembled watch
- 19** Check the precision of the rate after 24 hours. If the rate is not satisfactory, the watch is returned to the watchmaker for the necessary corrections.
- 20** In order to check the power reserve, allow the watch to run until it stops.
- 21** Fit the bracelet and carry out a final check before returning the watch to the consumer.

[[Back to top](#) ↕]

[Press Corner](#)

[Legal & Copyright](#)

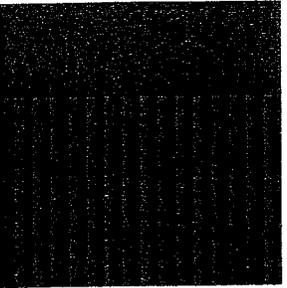
[Help and FAQ](#)

[Print this page](#)

[Contact Us](#)

[Downloads](#)

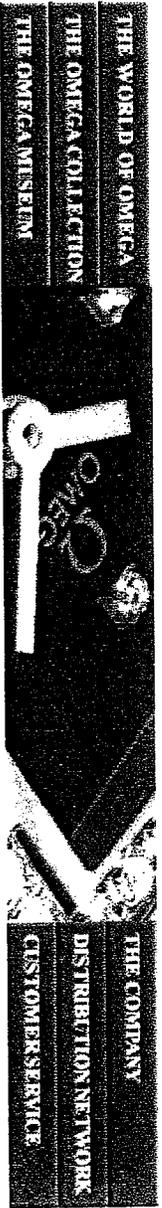
[Sitemap](#)



Important information:

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers. Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

© 2003 OMEGA Ltd. All rights reserved.



Search

CUSTOMER SERVICE

- Repair Price List
- Watch Care
- Water resistance
- Repair
- Restoration
- Restoration Callbers
- Vintage Watches
- Information
- Glossary
- Customer Service Network

THE CUSTOMER SERVICE RESTORATION CENTER

Restoration of OMEGA Vintage Watches

Only highly qualified watchmakers are in a position to carry out restoration work. Such specific and highly qualified work is carried out by a small team of specialists in the manufacture and restoration of Omega Vintage watches at your workshop in Biemme.

The precision and quality of a movement depends on the workmanship of each component. For this reason, the Omega workshops are equipped with the best tools and machines required for meticulous and precise work. At Omega, customer service takes top priority.

Restoration work is carried out on the case, the dial and the movement. In order to ensure quality work, we carry out full restorations only, in order to be able to offer a 24-months guarantee.

[Please refer to Restoration Callbers](#)

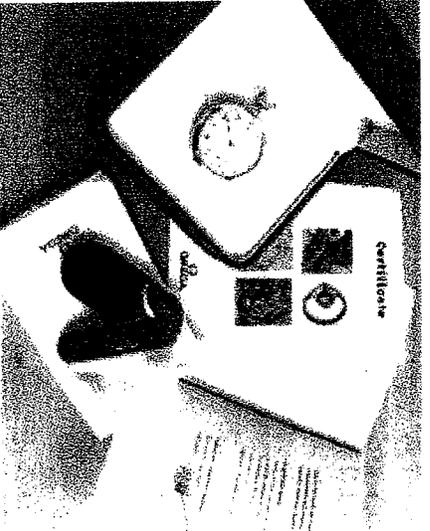


➔ [Find the nearest restore center](#)

Servicing a watch with a soul and a history!

Before restoration work is started, the customer receives a detailed cost estimate. The restoration work itself involves restoring faulty parts to their original condition and replicating any missing parts. We also indicate the value of the watch.

The cost estimate is given in hours for labour, with the cost of the watch-parts added to this.



Once the restoration work is finished, the watch is returned to the customer with a certificate, signed by the watchmaker, containing the main historical data about the watch together with information on the work carried out. All this, as well as a photograph of the watch, is packed into a special box.

The restoration team is not a profit centre, since its prices are calculated at cost.

[[Back to top](#) ^]

[Press Corner](#)

[Legal & Copyright](#)

Important information:

[Help and FAQ](#)

[Print this page](#)

Omega does not sell any watches on the Internet. Genuine OMEGA watches are sold exclusively through our worldwide network of authorized retailers.

[Contact Us](#)

[Downloads](#)

Therefore, any OMEGA watches offered for sale on the Internet are either counterfeit or of dubious origin.

[Sitemap](#)

© 2003 OMEGA Ltd. All rights reserved.