

ESTTA Tracking number: **ESTTA684778**

Filing date: **07/20/2015**

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

Proceeding	91214449
Party	Plaintiff Omega SA (Omega AG) (Omega Ltd.)
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Date	07/20/2015
Attachments	REDACTED NEW - ttabvue-91197504-OPP-docs for ex 12.pdf(5523095 bytes)

EXHIBIT 12

Ω OMEGA

Publication: *Allure*

Date: October 2011

Product / Subject: OMEGA Aqua Terra

Watch Style: 231.20.34.20.01.001

Frequency: Monthly

Circulation: 1,082,873



FASHIONEXTRAS

With the
Band

Silver watches are punctuated with stripes of gold and rose gold—and the occasional diamond.

ROLEX
stainless-steel-gold-and-diamond watch, \$12,800 (rolex.com).

TIFFANY & CO.
stainless-steel-and-rose-gold watch, \$6,200 (tiffany.com).

CARTIER
stainless-steel-gold-and-sapphire watch, \$6,500 (cartier.com).

LOMBINE
stainless-steel-rose-gold-and-diamond watch, \$4,450 (lombine.com).

OMEGA
stainless-steel-and-gold watch, \$6,100, at Omega, N.Y.C. (212-207-3333).

SALVATORE FERRAGAMO
stainless-steel-and-gold watch, \$1,150, at Salvatore Ferragamo, N.Y.C. (212-759-3622).



Publication: Elle Decor
Date: January 2010
Product / Subject: Speedmaster Ladies' Automatic Chronograph
Frequency: Monthly
Circulation: 1,556,622



Asymmetric Scleror cashmere-blend sheath dress by Michael Kors from fall 2009; michaelkors.com.



Speedmaster Ladies' Automatic Chronograph by Omega; omegawatches.com.



Mix metal table lamp by BoConcept; boconcept.com.

Dotto' polyurethane blend by Creation Baumann; creationbaumann.com.

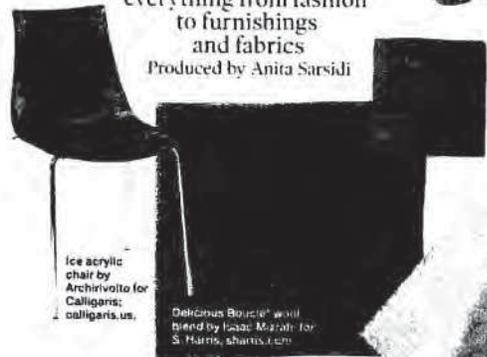
Barbie lacquer soap dish, lotion pump, and tumbler by Jonathan Adler; jonathanadler.com.

Landscape chaise longue by Jeffrey Barnett for B&B Italia; bebitalia.it.

Neon

Pop Art brights are never more appealing than during winter's gray days. This season they energize everything from fashion to furnishings and fabrics

Produced by Anita Sarsidi



Ice acrylic chair by Archirivolto for Calligaris; calligaris.us.

Delicious Biscuits' wool blend by Isaac Mizrahi for S. Harris; sharris.com.

Geneva' cotton-linen by Villa Roma; romo.com.



Original women's Tall rubber boots by Hunter; nordstrom.com.

Cotton Club 11" cotton by Manuel Canovas from Cowtan & Tout; cowtan.com.

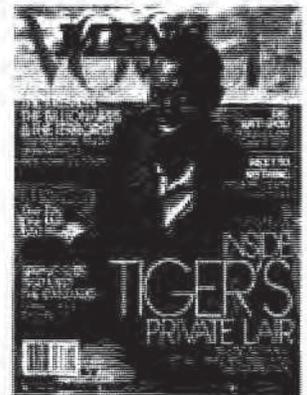


Lizard oxidized silver bangles by Bottega Veneta; bottegaparisi.com.

Washed Canvas cotton by Ralph Lauren Home; ralphlauren.com.

OMEGA PRESS CLIPPING

Publication: Men's Vogue
Date: Spring 2006
Section: Into the Deep, page 126
Product / Subject: Seamaster Planet Ocean
Frequency: Monthly
Circulation: 300,000
Contact Information Provided: www.omegawatches.com



SPECIAL EFFECTS

INTO THE DEEP

TOD'S
Knot
Keychain,
\$125.

DOXA
SUB750T
Professional,
\$1,349

ANONIMO
Professional
GMT Model
6001, \$6,300.

ORIS
TT1 Divers Titan
Chronograph
with Helium Valve,
\$2,350

OMEGA
Seamaster
Planet Ocean,
\$3,095.

NIKON
Nikonos-V,
\$399.

he waterproof watch can often have all the aesthetic appeal of a plumber's tool belt, but there are a handful of diving watches whose designs are as elegant as they are indestructible. They're also self-winding; despite representing the height of high-tech, they won't keep moving unless you do.

JFK used to wear an Omega, but their watches have evolved since the days of the Cuban Missile Crisis. The updated Omega Seamaster has a state-of-the-art coaxial mechanism, so it needs to be serviced just once every decade, in contrast to other mechanical watches, which require a triennial checkup. The Swiss firm Oris has been making underwater watches since 1937, but the company is best known for its association with the Williams Formula 1 team. The racing link is so strong that the Oris TT1 diving watch has a tire-tread pattern on its strap. Equally striking is Doxa's SUB750T, with a bright-orange dial that allows the watch to be read when you're diving in murky water but is just as useful on moonlit drives.

When it comes to understatement, the Florentine craftsmen of Anonimo are maestros. Their sleek watches—like the best of this new wave of waterproof—look right at home on any man's wrist, whether his suit is made of neoprene or gabardine.—HAMISH ANDERSON

126

PHOTOGRAPH BY [unreadable]

Ω OMEGA

Publication: T - The New York Times Style Magazine
Date: Men's Fall Fashion 2006
Section: Buying Time, page 154
Product / Subject: Speedmaster Automatic
Frequency: Quarterly
Circulation: 1,682,644
Contact Information Provided: www.omegawatches.com



THE CONNOISSEUR



1. Omega
2. Baume & Mercier
3. Breitling
4. TAG Heuer

\$1,000+

If you ante up four figures, you can own a mechanical watch made by a company with a recognizable pedigree. Entry-level watches from major brands like **TAG Heuer, Breitling, Omega, Longines** and **Baume & Mercier** benefit from the technology used on more expensive models.

OSA 002865

OMEGA PRESS CLIPPING

Publication: Women's Wear Daily (WWD)
Date: February 6, 2006
Section: Accessories Report, Page 20
Product / Subject: Olympic Collections
Frequency: Daily
Circulation: 43,392
Contact Information Provided: NA



20 WWD, MONDAY, FEBRUARY 6, 2006

Accessories Report

FINDINGS

TANNER KROLLE'S NEW CHIEF: Luxury British accessories brand Tanner Krolle has named Martin Mason chief executive officer, replacing Guy Sarter, who quit unexpectedly in September. Mason, who begins his job today, was most recently sales and marketing director at Mulberry. Before that, he worked for Pringle and the British knitwear brand John Smedley.

"His experience and market knowledge will have a considerable impact on our growth plans across all our markets," said Alastair Tedford, chairman of Tanner Krolle.

The brand, owned by Rupert Hambro & Partners and a U.S. venture capital firm, celebrates its 150th anniversary this year. In addition to a flagship in Mayfair, England, the brand has more than 30 wholesale accounts in the U.S., Japan, Hong Kong, the Middle East and Russia.

THEY'RE FAKE AND THEY'RE FABULOUS: It's not out of character for Sarah Jessica Parker to squeal with delight at coming across the ultimate fashion find. The actress, however, was especially giddy during an almost two-hour private viewing of costume jewelry collector Carole Tanenbaum's assortment of trinkets for sale at Saks Fifth Avenue's Manhattan flagship on Wednesday.

Parker is a fan of Tanenbaum and wore a Schreiner crystal collar to the premiere of "The Producers," in which her husband, Matthew Broderick, co-stars. Tanenbaum, who contributes some of her 12,000-piece collection of vintage Schiaparelli and Bakelite bangles to films like the upcoming "The Devil Wears Prada," launched her first book, called "Fabulous

Sarah Jessica Parker's Har Dragon necklace.



Fakes" (Artisan), last week.

"There is something about [costume jewelry] that's fun," said Tanenbaum. "It's art and you can really decorate yourself."

Parker purchased a number of pieces, including a Har Dragon suite comprising a necklace, bangle and brooch to wear for the premiere of her new film, "Failure to Launch."

A GOOD SPORT: Omega is in the Games again. The Swiss watchmaker, after a 13-year

hiatus, is returning for its 22nd time in its role as official timekeeper of the Olympics.

To celebrate the occasion, the 171-year-old company has created the Olympic Timeless Collection, consisting of six watches, two of which are styled for women. The Speedmaster Ladies' and De Ville Co-Axial Chronograph Ladies' timepieces are designed in stainless steel and feature white croc straps, white mother-of-pearl faces, numerals in the primary colors of the Games, second hands ending with the five Olympic rings and even such things as chronographs and tachometers.

The De Ville, which includes diamonds at the bezel, will retail for \$10,850, while the Speedmaster will sell for \$2,750. The Olympic Timeless Collection will launch this month in conjunction with the start of the winter Games in Turin. Retailers will include Tourneau and the soon-to-be-opened Omega boutique on Rodeo Drive, among other locations.

Omega has also issued a limited-edition pocket watch built from the same mechanical movements used in its first Olympic pocket watch, which was for the 1932 games. The 300 watches will retail for \$80,000.

Omega's Speedmaster Ladies watch.



OMEGA PRESS CLIPPING

Publication: Travel + Leisure Golf

Date: January / February 2006

Section: Club House, page 34

Product / Subject: Speedmaster "The Legend", 3507.51

Country: USA

Frequency: Monthly

Circulation: 303,310

Contact Information Provided: 1800-766-6342, omegawatches.com



CLUBHOUSE

TEE TIME

Dashboard DESIGNS

Precision watches and fast cars share a common affinity. If you've ever been said that a fine watch is the equivalent of a race car on your wrist, the ways, watch and auto manufacturers have teamed up to produce creations that combine precision mechanics with race-inspired design.

For 2006, the most extraordinary is the Audemars Piguet Millenary Maserati. Its eccentric oval shape perfectly fits the wrist, while the dial blends together like a Formula 1 car dashboard. This year's version of Rolex's wildly popular Daytona model contains what many consider the greatest mechanical chronograph movement around.

The Legend™, the newest Omega Speedmaster, is a dual racer for one of the most famous race car watches of all time, the Rolex Pan American Daytona, with the exception that the Omega has a date aperture. Two other fine entries in the sports car watch derby are the Chopard Alfa Romeo and the TAG Heuer Carrera Tachymeter Automatic Chrono. Both feature unused hands that distinguish them from the rest of the pack. —*Chris Stone*

Gentlemen, start your watches (from top): Audemars Piguet Millenary Maserati (\$17,600; 888-214-6858, audemarspiguet.com); Chopard Alfa Romeo (\$4,675; 800-246-7273, chopard.com); Rolex Daytona (\$13,100; 800-367-6539, rolex.com); Omega "The Legend" Speedmaster (\$4,095; 800-766-6342, omegawatches.com); and TAG Heuer Carrera Tachymeter Automatic Chrono (\$2,195; 866-260-0460, tagheuer.com)

34 TRAVEL + LEISURE GOLF

OMEGA PRESS CLIPPING



Publication: InSync

Date: March / April 2006

Section: Intelligence, page 40

Product / Subject: Limited Edition Pocket Watch

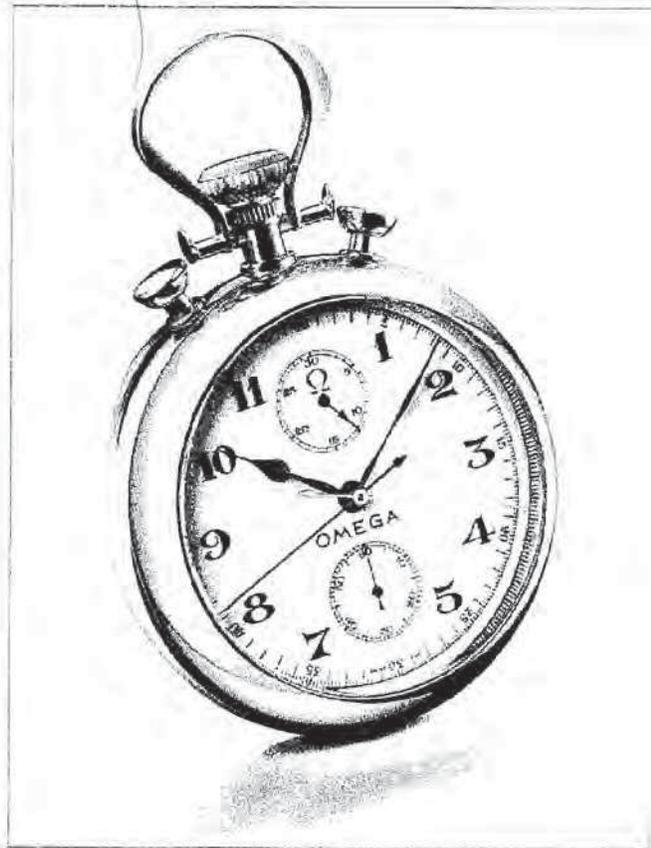
Frequency: Bi-Monthly

Circulation: 33,457

Contact Information Provided: 800.766.6342

INTELLIGENCE

Omega celebrates its history as the official timekeeper of the Olympic Games with a limited edition pocket watch. Omega first timed the competition in 1932. The brand's recent discovery of unassembled movements used in the original timekeeping chronographs led to the creation of this commemorative watch. Its Caliber 3889A has an integrated rattrapante chronograph mechanism controlled by a double column wheel. All chronograph functions are integrated into the crown, which features a safety lock to prevent interruptions in timing. A pushbutton at 11 controls the rattrapante; another at 1 allow the time to be set via the crown. One hundred pieces are offered in each of three precious metals: yellow gold, white gold and rose gold. Each caseback is numbered and engraved with the fire-ring logo of the Olympic Games. Telephone 800.766.6342.



OMEGA PRESS CLIPPING

Publication: Golf Digest

Date: May 2006

Section: Attitude Before Age, page 176

Product / Subject: Speedmaster Legend Collection

Frequency: Monthly

Circulation: 1,600,655

Contact Information Provided: www.omegawatches.com



Attitude before age

SAY SOMETHING:
Watches reveal more about you than you think. Some say they're symbols of what you love, like sports, gadgets and even excess. Look at your wrist. What does it say?



Omega
Speed-
master
Legend,
\$4,350



Rolex Oyster
Perpetual
Datejust,
\$3,800



Breitling
Aerospace
Advantage,
\$3,250



Swatch
Paparazzi
News.Surfer,
\$150



Victorinox
Swiss Army
Maverick
II, \$325

OMEGA PRESS CLIPPING

Publication: Jezebel
Date: May 2006
Section: In Deep Water, page 89
Product / Subject: Seamaster Planet Ocean
Frequency: Monthly
Circulation: 50,000
Contact Information Provided: Mayors Jewelers



fashion

In Deep Water

Diving watches are making waves in men's fashion

In the rolling sea of wristwatches, dive watches occupy an island all their own. Durable and sexy, dive watches offer not only water-resistance down to the great depths of the ocean, but also signify the wearer as a man ready for action. Just in time for summer, JZZ assembled a treasure chest of the latest and coolest dive watches to keep you timely on land and at sea. —KD

Omega's Seamaster Planet Ocean watch features a 45.5mm orange bezel with orange leather strap. In superb color for underwater visibility, water resistance to 600 meters and Omega's revolutionary Swatch 2500 Co-Axial Escapee dial movement with a 49,900 vph power reserve. \$3,300, available at Mayors Jewelers.

Oceanaut's Acqua Mariner automatic watch boasts a 49mm stainless steel case with sapphire crystal, rotating bezel, a screw-down crown, and a bracelet with a stainless steel and rubber link inside a double clasp. This watch also comes with a two-tone band with a blue or black dial. \$795, available by calling 310.572.0457 or visiting oceanautwatches.com.

Tourneau's SportGraph Diver is a rugged automatic chronograph that offers water resistance to 80 ATM and features a stainless steel case and bracelet, an easy-to-read yellow dial with a blue outer ring, an internal rotating bezel, and a sapphire crystal and exhibition case back. \$1,250, available at Tourneau.

Breitling's Superocean Steel-Tek X Plus is a professional quality dive watch that features a rugged 44mm stainless steel case, water resistance to 2,000 meters, a helium escape valve and scratch-resistant sapphire crystal. The movement is the Breitling 77 self-winding mechanical. \$2,330, available at Bois-Simons.

Louis Vuitton's Tambour Diving automatic watch features a dual functional rotating bezel with diving time, incaliber water-resistance to 300 meters, and dial with square magnifying glass, all in a rose-gold case with a blue dial and rubber strap. \$17,800, available at Louis Vuitton in London Square.

JEZEBEL 89 MAY 2006

Ω
OMEGA

Publication: Men's Fitness

Date: September 2006

Section: Perfect Fit

Product / Subject: Seamaster Planet Ocean

Frequency: Monthly

Circulation: 650,991

Contact Information Provided: Omega Rodeo Drive



perfect fit

Omega Seamaster
 Planet Ocean, \$4,300



Seiko Sportura Kinetic
 Chronograph, \$350



Oris Chronoris,
 \$2,465



Perry Ellis Time
 Special Edition
 Chronograph, \$165



FACE TIME

When it comes to watches, the classics never die. All the more reason to build a collection that caters to all your moods and interests. The latest trend among the top brands: athletic design combined with sharp, nautical details that are sure to get you noticed (in a good way).



Ω OMEGA

Publication: W Magazine

Date: September 2006

Section: W Accessories Flash, page 306

Product / Subject: Tick Talk, Lady DeVille

Frequency: Monthly

Circulation: 460,778

Contact Information Provided: 877.816.6342, omegawatches.com



W Accessories Flash

Tick Talk

It's time for our win-watches to have their day.

PHOTO BY DOUG ROSA;
STYLES BY BROOKE MAGNAGHI

At this year's annual watch fair in Basel, Switzerland, diamond watches in shades of brown made a stunning debut at a number of major Swiss houses. Often these timepieces featured substantially steel cases crafted in warm shades of rose and yellow gold. Omega, Bvlgari & Co., and de Grisogono showed skin bared of exotic stings and alligator, the latter two even opting for a circling of brown diamonds to add an extra dose of attention-getting glam. Watchmakers strengthened the already strong look with the inclusion of masculine details, such as oversize numbers and multiple chronographs. In the end, these timepieces may look like elegant sparklers, but they also carry with serious weight. —JAMIE ROSEN

From top: Omega's 18k rose gold, mother-of-pearl and diamond watch with leather band, \$15,180; an Omega Beverly Hills, \$77,810.6342, omegawatches.com; Bvlgari's 18k yellow gold and brown diamond watch with alligator band, \$9,950; at Saks Fifth Avenue, 877.521.SAKS, saksfifthavenue.com; de Grisogono's 18k white gold and 2-row diamond watch with virginia band, \$37,200; at de Grisogono, New York, 212.620.4220, degrisogono.com



www.omegawatches.com

OSA 002873

Ω
OMEGA

Publication: Forbes Life

Date: October 2006

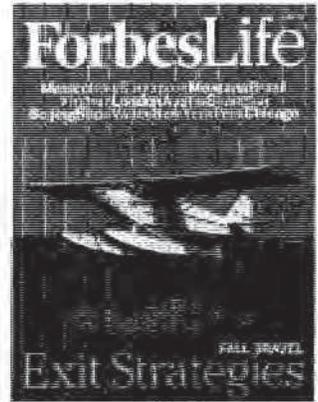
Section: The EYE, page 32

Product / Subject: DeVille Rattrapante

Frequency: Monthly

Circulation: 860,000

Contact Information Provided: 1877-816-6342



The EYE

WINTER 2006



Hot Brownies

FALL COLORS ARE UNFOLDING, AND THIS YEAR IT'S shades of brown for watch dials and straps. Blancpain's platinum Le Brassus Perpetual Calendar GMT with Havana Dial, \$64,100, at Blancpain boutique, New York, (877) 520-1735, www.blancpain.com. Omega's rose gold DeVille Rattrapante chronograph, \$20,180, at Omega Boutique, Rodeo Drive, (877) 816-6342, www.omega-watches.com. Arceau steel chronograph by Hermès, \$5,600, at Hermès stores, (800) 441-4488, www.hermes.com.

Photograph by Ron Ross

Ω OMEGA

Publication: Esquire
 Date: November 2006
 Section: The Guide - Style
 Product / Subject: Seamaster NZL
 Frequency: Monthly
 Circulation: 712,503
 Contact Information Provided: www.omegawatches.com



MAN AT HIS BEST

THE GUIDE • STYLE



TAG Heuer
 Though sports watches are best suited to rugged metals, like titanium, we'll make an exception for this special rose-gold edition.



Cartier
 Cartier's newest design is a fit for the classic dress watch and indicative of a renewed interest in more formal watches.



Movado
 The 125-year-old company's heritage has long had more than a whiff of the art deco. About it, as with this chronograph.



Omega
 The red disks of the dial count down the vital five minutes of maneuvering before the firing of the starter gun of a yacht race. Useful.



Piaget
 This year's Alltillon model is a large modern version (in white gold) of the ultrathin watches the company perfected in the 1950s.



Breitling
 This unusual steel watch has just one hand to mark minutes and a window with a number to mark hours.

Previous page, clockwise from top left: Omega Speedmaster Moonwatch; Cartier Santos; Piaget Polo; Breitling Bentley; Movado Heritage; TAG Heuer Monaco. This page, clockwise from top left: Omega Seamaster NZL; Cartier Santos; Piaget Polo; Breitling Bentley; Movado Heritage; TAG Heuer Monaco.

Ω OMEGA

Publication: Golf for Women

Date: November 2006 / December 2006

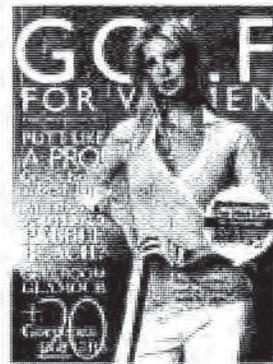
Section: Holiday Gift Guide, page 94

Product / Subject: Lady Speedmaster with Diamonds

Frequency: Bi-Monthly

Circulation: 491,001

Contact Information Provided: www.omegawatches.com



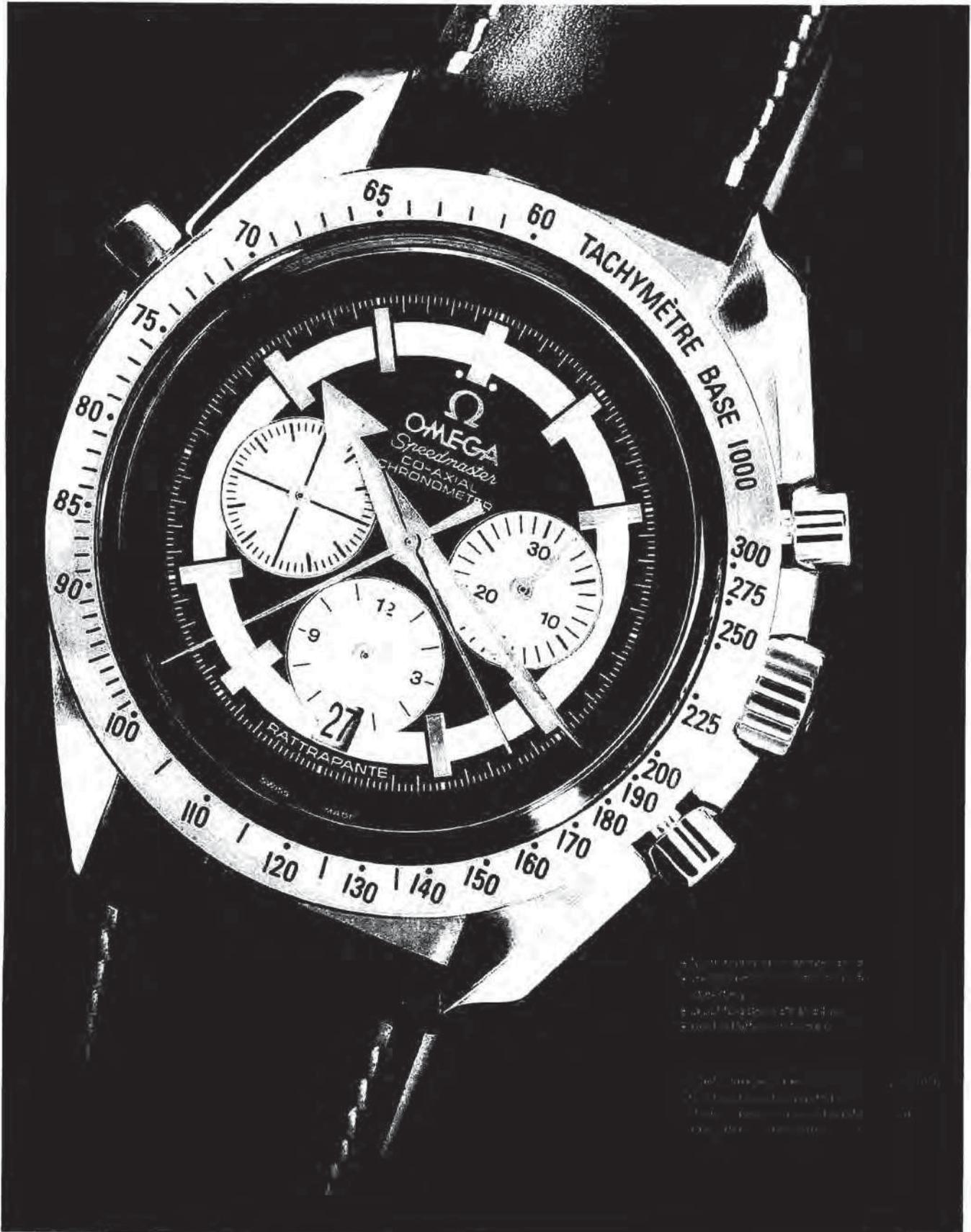
PRECISION CRAFTED

FROM TOP: With lenses made from the same shatter-proof plastic originally developed for Apache helicopter windscreens, PFAVISION'S GR4 sunglasses reduce glare, promote accurate distance perception and high-light landscape features for better reads; \$169. ADIDAS GOLF'S W Tour Metal golf shoe has iconic stripes made of thermoplastic urethane that wrap around the foot for a secure fit and solid foundation; the split outsole design distributes pressure and eliminates hot spots; \$150. With 49 diamonds and a mother-of-pearl dial, OMEGA'S luxurious Lady Speedmaster Automatic watch combines traditional craftsmanship with feminine beauty. It's even guaranteed to run 100 feet under water—in case you decide to dive for that wayward ball; \$7,400.

Ω
OMEGA

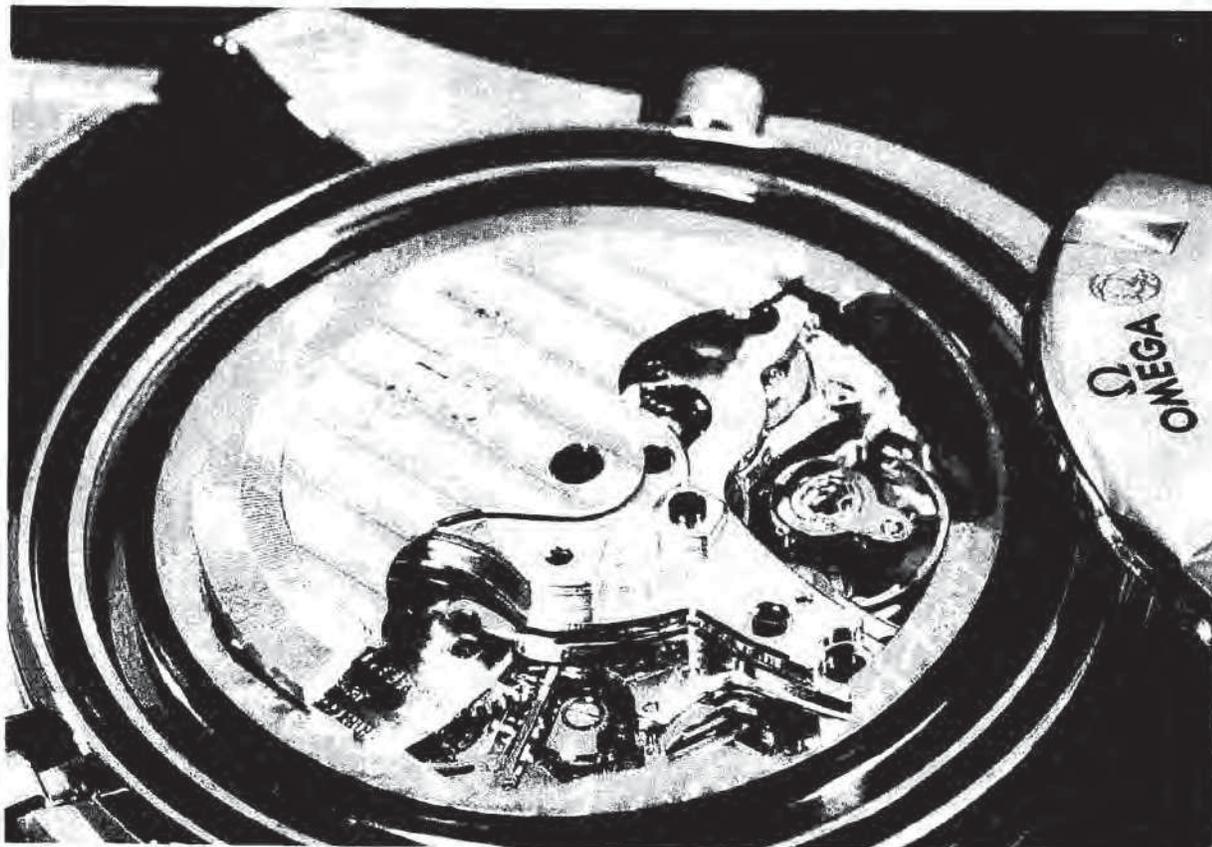
Publication: Watch Time
Date: February 2007
Section: Moon Struck

Product / Subject: Broad Arrow Rattrapante
Frequency: Bi-Monthly
Circulation: 50,000



4. A watch with a chronograph and a date window is a very useful tool for a watch collector. It is a watch that is both functional and beautiful. It is a watch that is both practical and elegant. It is a watch that is both useful and beautiful. It is a watch that is both practical and elegant. It is a watch that is both useful and beautiful. It is a watch that is both practical and elegant.

5. A watch with a chronograph and a date window is a very useful tool for a watch collector. It is a watch that is both functional and beautiful. It is a watch that is both practical and elegant. It is a watch that is both useful and beautiful. It is a watch that is both practical and elegant. It is a watch that is both useful and beautiful. It is a watch that is both practical and elegant.



Omega Caliber 3612A: an isolator system prevents the amplitude from declining when the split-seconds hand is stopped.

Masterful Movement

The newest member of the Speedmaster family boasts a movement — Caliber 3612A — that reflects the care and meticulousness Omega's watchmakers have invested in their work. At first glance, this caliber looks like a Frédéric Piguet movement that had been personalized for Omega. But a closer look reveals that the base is, in fact, Omega's own chronograph Caliber 3313 with a coaxial escapement, and with component groups borrowed from Frédéric Piguet's Calibers 1181 and 1186. The miniaturization and the integration of the coupling into the chronograph's center-wheel made this caliber famous when it debuted. Later generations were improved and adapted for serial production. A classic rattrapante mechanism typically causes a measurable decline in the amplitude when the split-seconds hand is

halted. In Caliber 3612A, however, this is not the case. Watches with ordinary split-seconds mechanisms suffer a loss of amplitude because the split-seconds lever constantly rubs against the heart-shaped cam of the split-seconds pinion. The amount of torque available for the gear-train can decline by much as 50 percent or more if the passage of the lever over the tip of the cam happens to coincide with the advance of the minute-counter's hand. Omega found that this can reduce a caliber's power reserve by approximately the same percentage. Caliber 3612A avoids these pitfalls thanks to an isolator system that places the lever far enough from the chronograph's heart when the split seconds-hand is halted to prevent the unwanted braking effect. The lever is released when one split seconds-hand catches up with the other. (Hence the French horological term "rattrapante," derived from the verb *rattrap-*

er, meaning "to recapture, recover or recoup.") The lever's only contact with the heart-shaped cam is mediated by an extremely low-friction ruby roller. This assures that the "recapture" occurs with the least expenditure of energy and the greatest amount of precision. We observed this process with our own eyes and we repeatedly verified it on our Witschi timing machine. No matter which positions the various hands were in, we were unable to cause a measurable drop in amplitude.

Praiseworthy Precision

The chronograph's functions and the split-seconds hand's functions are each controlled by their own column wheel. These two wheels are heat-blued to enhance their visibility — a touch that some may find excessive, but one we liked. Watchmaker René Jungwirth of Hüb-

Caliber 3612A has a modular architecture: the automatic-winding mechanism is positioned above the split-seconds mechanism, which is mounted on the base caliber.

TEST: OMEGA SPEEDMASTER BROAD ARROW RATTRAPANTE

DATA

OMEGA SPEEDMASTER BROAD ARROW RATTRAPANTE CO-AXIAL

Manufacturer: Omega SA, Rue Stämpfli 96, CH-2500 Bière, Switzerland

Model: Omega Speedmaster Broad Arrow Rattrapante Co-Axial

Reference number: 3882.31.37

Functions: Hours, minutes, small seconds, date, split-seconds, 30-minute and 12-hour counters

Movement: Caliber 3612A; diameter = 37 mm; height = 8.45 mm; 38 jewels; coaxial escapement with freely oscillating balance spring without index; Nivarox-Anachron balance spring; moment of inertia = 8 mg / cm²; Nivarox-1A collet; angle of lift of the balance = 38°; 38,800 vph; Incabloc shock absorption; ball-bone, unidirectionally winding, heavy metal rotor; one barrel; 52-hour power reserve (±5%); two column wheels control chronograph's functions; rapid adjustment for the date display; stop-seconds function; official COSC chronometer certificate

Case: Massive tripartite steel case, threaded back with pane of sapphire crystal, crown and push-pieces are not screwed, sapphire crystals above dial and in back are not nonreflective, water-resistant to 100 meters

Strap and clasp: Calfskin strap (21x18 mm) with stainless steel folding clasp

Rate results:

(Deviations in seconds per 24 hours)

With chronograph switched off / on		
Dial up	+1	-1
Dial down	0	-1
Crown up	-1	-3
Crown down	+4	+1

Crown left	+3	+4
Crown right	-2	-1
Greatest deviation of rate	5	7
Average deviation	0	0

Mean amplitude:		
Flat positions	275°	270°
Hanging positions	254°	249°

Dimensions: Diameter = 44.25 mm, height = 13.8 mm; weight = 113 grams
Price: \$11,650



The threaded back with a circular pane of sapphire crystal is solidly built and perfectly matches the excellently crafted case.

ner Jeweler in Vienna, who advised us during this test, wasn't particularly enamored with the coloration, but explicitly praised the surface embellishments, the styling, and, above all, the excellence of the rate results. "Caliber 3612A surely numbers among the most interesting split-seconds mechanisms on the market," Jungwirth said. The high praise was also partly due to the clever method used to limit the ver-

tical play of the winding rotor. In keeping with the modular architecture of Caliber 3612A, the rattrapante mechanism is mounted on the base caliber; then, the automatic-winding unit is added atop the rattrapante mechanism. The rotor's vertical play must be restricted to prevent sharp blows from grazing the mechanism below it, the movement-holder ring accomplishes this in a space-saving way. This clever and efficient solution requires extremely precise, time-consuming labor when the dial is mounted, when the hands are inserted, and when the movement is placed into its case.

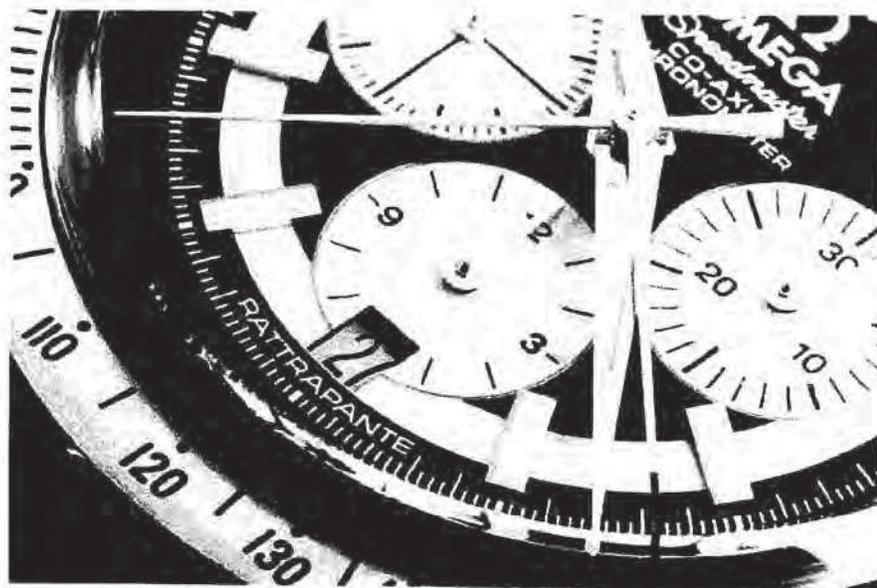
Thirty-five different operational steps and monitoring sequences are needed to install the dial; the insertion of the hands requires another 61 steps; and the encasement of the movement demands 52 more. Each of these processes is illustrated and summarized step by step for the watchmakers and their assistants, because the slightest error could lead to long-term problems. The battery of tests on the chronograph and split-seconds mechanisms is extensive: it includes checking the start, stop

and return-to-zero functions, each of which succeeds the preceding function at five-second intervals, and examining each caliber to assure that when the chronograph function is switched on, its twin seconds-hand doesn't shudder more than 0° 35' in either direction. The total angle, which is equivalent to the overall potential error, mustn't be more than twice this value (1° 10') – a differential barely noticeable to the naked eye.

User-Friendly Balance

Omega describes the new Speedmaster's regulating system as a "freely swinging" balance spring without an index. The system consists of a balance with variable moment of inertia, a flat Nivarox-Anachron balance spring and a flat Nivarox-1A collet. Two golden micro-regulator screws are situated diametrically opposite each other on the rim of the balance. The balance spring is crafted from a thermo-compensating Anachron alloy; the final gyre of its spiral is protected against shocks. Computer-guided inser-

TEST: OMEGA SPEEDMASTER BROAD ARROW RATTRAPANTE



The intermediate strokes of the chronograph second hands are correctly calibrated for the 28,800-vph pace of the balance.

tion and laser-controlled measuring techniques assure that the balance assembly is perfectly poised and centered. A laser is used to weld the inner end of the spiraling spring to the collet; a highly precise gluing process pins the spring's outer end to the balance spring stud. The rate can be finely adjusted by turning the micro-screws on the rim of the balance. If the watch "loses" time, a watchmaker can turn the micro-screws toward the balance's center to reduce its moment of inertia and accelerate the rate. The rate of a watch that "gains" can be adjusted by turning the screws in the opposite direction, away from the center of the balance, increasing the moment of inertia and decelerating the rate. Whenever Caliber 3612A undergoes a thorough overhaul, a watchmaker can easily remove, service and reinstall the oscillating unit — composed of the balance and balance spring — as a whole, thereby preserving its original properties and avoiding the need for readjustment. A conventional regulat-

ing system with an index changes the balance's rate by increasing or decreasing the active length of the balance spring. To alter the spring's active length without impairing its ability to "breathe," a watchmaker must allow a bit of play so that the balance spring can glide unhindered between its curb-pins. This sort of system is susceptible to shocks, so the watch's rate performance can worsen over time. This "anisochronous" element in the regulating system is in contrast to a freely oscillating balance spring that is designed to eliminate the irregularities of rate that can result from the anisochronism of the index.

The approximately-52-hour power reserve is generously calculated. To ensure that the unidirectionally winding rotor always winds the mainspring quickly and efficiently, the inner surface of Caliber 3612A's barrel is covered with a special gold coating. The resulting surface is not only extremely resistant, but also uncommonly smooth. This smoothness reduces friction be-

The chronograph function and the split-seconds mechanism are each controlled by their own column wheels.

TEST RESULTS

OMEGA SPEEDMASTER BROAD ARROW RATTRAPANTE CO-AXIAL

Strap and clasp: (max. 10 points)

Beautifully sewn calfskin strap with technically and visually perfect folding clasp 8

Operation (5): Exactly defined pressure points to operate the chronograph. Large, easy-to-grasp crown makes hand-setting easy 5

Case (10): Appealing visual and tactile craftsmanship distinguishes the steel case, as well as the threaded back with its sapphire window. 9

Design (15): The iconic Speedmaster design has often been copied, but never equaled. 15

Legibility (5): Good legibility in ordinary light despite the many scales, colors and subdials; only the hour-hand and minute-hand are luminous in the dark 4

Wearing comfort (10): An impressive presence that wraps itself comfortably around one's wrist 8

Movement (20): Omega's chronograph Caliber 3313 serves as the base; the elaborately modified split-seconds technology is based on Frédéric Piguet's Caliber 1181 and/or 1186. The movement is beautifully decorated and excellently crafted. 17

Rate results (10): Well adjusted; only slight differences between the rates when the chronograph mechanism is switched on and off. Similarly fine rate results on the wrist 9

Overall value (15): Quite a lot of money to pay for a Speedmaster, but the Rattrapante is a very unusual and technically interesting wrist-watch and this version probably won't be available again. 12

TOTAL: 87 points

tween the barrel and the mainspring so the spring can gradually and regularly release its stored energy to the movement. Less friction here also means that the mainspring can more efficiently accept the energy fed to it from the rotor.

The Speedmaster Broad Arrow Rattrapante combines exquisite contemporary technology, incomparable design, and delightful tactile qualities. The overall impression made by this descendant of the legendary "Moon Watch" is so compelling and so convincing that we can unequivocally recommend it to aficionados and collectors, especially those who specialize in Speedmasters. ■

Ω
OMEGA

Publication: OK! Weekly

Date: March 5, 2007

Section: Timely Affair

Product / Subject: Antiquorum Omegamania Exhibit

Frequency: Weekly

Circulation: 850,000



Charlie Sheen



Desperate Housewives' Kiersten Warner and Andrea Bowen

Timely affair

» What: A bash to preview the historic Omega watches that will be available at an auction conducted by Antiquorum in Geneva on April 14. » Where: Beverly Wilshire Hotel » Why Omega's special: It's the timepiece of choice in James Bond movies and on many NASA missions, and it's the official timekeeper of the 2008 Olympics.



Ron Livingston, whose character broke up with Carrie by Post-it on Sex and the City.

OK! MARCH 5, 2007 95

Ω OMEGA

Publication: Travel + Leisure Golf
Date: May/June 2007
Section: Club House
Product / Subject: Hour Vision
Frequency: Monthly
Circulation: 637,363
Contact Information Provided: 800-766-6342, omegawatches.com



CLUBHOUSE

SCORECARD
OMEGA DE VILLE
HOUR VISION
 DIAMETER: 41MM
 HEIGHT: 12MM
 CASE: Steel
 MOVEMENT: Automatic
 PRICE: \$4,730
 CONTACT: 800-766-6342
 (Price includes shipping and handling)



TEE TIME

FROM BUZZ TO BOND

For more than 150 years, Omega's Swiss manufacturing fine watches at reasonable prices. Reputably, named after the final letter in the Greek alphabet (so as to declare us [the last word on watches], Omega's excellent reputation has never wavered. The company has been the timekeeper for twenty-two Olympic games: its Speedmaster model was worn on the ribbon by Neil Armstrong and Buzz Aldrin, and more recently, a Speedmaster watch was carried by James Bond in *Casino Royale*.

One of Omega's selling points is the number of awards it has won for its timekeeping abilities. Being able to say that a watch is a COSC certified chronometer means that it has passed

many difficult tests, including over a range of positions, low, zero and positive temperatures.

This particular watch is the Omega De Ville Hour Vision, a fine automatic watch with 50,000 hours of power reserve. It is not only a COSC certified but also a chronometer, a technical achievement that was made possible by the fact that the watch is made in Switzerland. The watch is made in Switzerland and is made in Switzerland. The watch is made in Switzerland and is made in Switzerland. The watch is made in Switzerland and is made in Switzerland.

COURTESY OF OMEGA

Ω OMEGA

Publication: Watch & Jewelry Review
Date: May 2007
Section: Sizzling Summer Time
Product / Subject: Constellation Double Eagle
Frequency: Monthly
Circulation: 14,646



Chris Ake chocolate bikini with Red Gold™ and diamond wraps. Photo courtesy of Fashion Watch.



The TechnoMarine RR'A is crafted in steel.



This Omega Constellation Double Eagle Ladies is crafted in 18-karat rose gold.



Isong sandal by Gooss

Sizzling Summer Time



Necklace and earrings combination by Volante.



Elegant Swan brooch



Two-O-Ten pair by Chopard.

Ω OMEGA

Publication: W Magazine-
Date: May 2007
Section: Accessories Flash – Auction Figures
Product / Subject: Antiquorum Omegamania
Frequency: Monthly
Circulation: 472,148



W Accessories Flash



Auction Figures

Meet the Bonanno-Patrizzi duo, the gem and watch world's ultimate power couple.

Portrait by AMOUSH ABRAH and AIMEE HOVING

When Kathryn Bonanno first met her then employer Oswaldo Patrizzi, a board member and vice president of auction house Habeburg Feldman, in 1990, she didn't expect the occasion to prove fortuitous. After all, she was just a gemologist at the Swiss company's New York outpost and he, the head brass paying a visit from Geneva. It was simply a routine department review, wasn't it?

Not according to the butterflies in her stomach. "I was a total fumbling idiot," recalls Bonanno. "I didn't get it." Unbeknownst to her, Patrizzi had similar feelings. When he first shook her hand, he literally took a step back. "I had a vision of something more," he says, "and that worried me." The cause for concern? He was already married, so romance didn't bloom.

Jump ahead two years. Habeburg Feldman had folded; Patrizzi's marriage was on the rocks; and Bonanno had started her own jewelry consulting business. While at a Geneva auction, she became reacquainted with her former boss, who was also owner of the auction house Antiquorum, which specializes in watches. "Suddenly, the lights went off," Bonanno says. "I realized I had the hots for him." Patrizzi, for his part, shares a similar tale: "We were in a taxi together and I saw this electricity. I was nearly 50 at the time. I thought, What's happening? I'm not young. This isn't normal." The pair married on August 4, 1996.

Given their parallel livelihoods, the two might seem to have much in common. But in fact, Bonanno and Patrizzi make an unlikely twosome. For starters, they are based an ocean apart. Originally from Milan, he lives in Geneva while she, a Washington, D.C., native, resides in Manhattan. At six feet four, Patrizzi towers over Bonanno's petite five-foot frame. "You'd think

that all the odds would be against us," says Bonanno.

Yet in the 17 years since they met, the duo has become a power couple in the world of fine accoutrements. Both are major players in their respective industries. She is the daughter of gemologist Antonio C. Bonanno, founder of the Accredited Gemologists Association. "I grew up with gems," says Bonanno, who deals in colored gemstones and Art Deco jewelry and is a consultant for Patrizzi's firm. "I mean, we'd go gold panning for vacation." The youngest of six children, she has three siblings in the industry. "We're the gemological Bonannos," she says, laughing, to distinguish her clan from the other famous family with the same surname—the mafioso Bonannos. (Gem-loving Kathryn was even once mistakenly visited by the FBI.)

Patrizzi, meanwhile, is a heavyweight in the horology profession. The former watch repairer turned Antiquorum, which he founded in 1974 under the name Galerie de l'Horlogerie Ancienne, into the premier destination for timepieces, holding 75 percent of the world's sales records. Among his most notable accomplishments are the auction house's thematic sales. "I want people to know the deep story of the watchmaker—the technology, the evolution, the savoir faire of the brand," Patrizzi explains.

This April brings the Omegamania sale, to celebrate the 50th anniversary of the Omega Speedmaster. "The history—it's fantastic," raves Patrizzi, rattling off a list of Omega's achievements, from its status as the brand of choice for NASA to its hold on the James Bond franchise. The excitement in his voice is obvious. It's the same sort of enthusiasm his wife reserves for bauble talk. Including discussion of a special purchase, a ruby and diamond necklace that once belonged to Maria Callas. "I'm not really that into opera," Bonanno says. "But being the good Italian my husband is, he introduced me to her recordings, so when a few of her things came up [at a 2004 auction], I got the axe too." But it's rare that her husband holds sway over Bonanno's buys; typically, these two experts seldom cross over to the other's turf while shopping—especially for each other. "I try not to buy jewelry for Kathy," Patrizzi admits with a smirk. "And she doesn't try to buy watches for me."

—VERESSA LAU

This April brings the Omegamania sale, to celebrate the 50th anniversary of the Omega Speedmaster. "The history—it's fantastic," raves Patrizzi, rattling off a list of Omega's achievements, from its status as the brand of choice for NASA to its hold on the James Bond franchise. The excitement in his voice is obvious. It's the same sort



From top left: Omega's red electronically oxidized aluminum and stainless steel Altipla Project Speedmaster; Professional from Antiquorum's Omegamania auction; Maria Callas's Burmese ruby and diamond necklace. Left: Oswaldo Patrizzi and Kathryn Bonanno at their Geneva home.

PHOTO: COURTESY OF ANTIQUORUM (NECKLACE); COURTESY OF ADOPTED BOMBARDO

"I want people to know the deep story of the watchmaker... the savoir faire of the brand," says Patrizzi.



Ω OMEGA

Publication: In Sync

Date: June 2007

Section: Teeing Up With Timepieces

Product / Subject: Omega Constellation Double Eagle/Ladies Speedmaster

Frequency: Bi-Monthly

Circulation: 40,265

Contact Information Provided: www.omegawatches.com



Sergio Garcia and the Omega Constellation Double Eagle; below, Michelle Wie and the Omega Speedmaster.

were playing in the event, Stephen Urquhart, president. Omega worldwide, is happy with Omega's involvement in the event. "It's so difficult to calculate what an event like this is worth to Omega," he says. "The Omega European Masters is the most important sporting event in Switzerland, so it's a high profile event for our brand. Golf is the fastest growing sport in Europe, and it's moving away from its image of being only for the wealthy and the privileged—it's becoming more mainstream, just as it is in the US, which is perfect for Omega."

Rolex sponsors a number of high profile golf events, all stemming from the company's involvement with Arnold Palmer in 1967, when it presented the golfing great with a gold Oyster Perpetual to honor his achievements. Rolex's sponsorship includes the LPGA, the Evian Masters and the Women's British

Open. In 1994 Rolex became the official timepiece of the PGA of America. Rolex is also the official timepiece of the men's European Tour, the Solheim Cup and the American Junior Golfers Association (AJGA). In 2006, Rolex served as patron and official timepiece of the Ryder Cup at the K Club in Ireland. The company annually hosts the Rolex Tournament of Champions and Rolex Girls Championship as well as presenting the Rolex Player of the Year Awards and honoring the Rolex All-American Teams. Its clocks will be visible at more than 20 tournaments on the Tour this year. Notably, four of those tournaments will be in China and one in Russia.

Many watch companies use golfers as ambassadors or spokespersons and feature them in advertising and special events. The most famous golfer, considered by some to be the best





Publication: International Watch

Date: August 2007

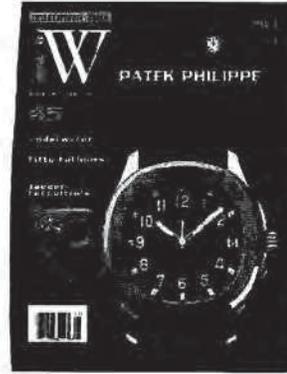
Section: Aviation

Product / Subject: Omega

Frequency: Monthly

Circulation: 31,000

Contact Information Provided: www.solarimpulse.com



Can an airplane fly around the globe using only solar power? Omega will help find out.



SOLVAY

Omega's

BY IAN SKELTON

Impulse

The solar-powered airplane is a dream that has long been a reality. The first solar-powered airplane, the Solar Impulse, was launched in 2004. It is a four-seater aircraft that can fly for up to 36 hours on a single charge. The plane is powered by four solar panels that are 17 meters long and 7 meters wide. It is the world's largest solar-powered aircraft.

The Solar Impulse is a four-seater aircraft that can fly for up to 36 hours on a single charge. The plane is powered by four solar panels that are 17 meters long and 7 meters wide. It is the world's largest solar-powered aircraft.

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Ω OMEGA

Publication: International Watch
 Date: August 2007
 Section: History
 Product / Subject: Omega
 Frequency: Monthly
 Circulation: 31,000



← history →

BY MICHAEL TING, MELVYN TEILLO-FOO AND SUITBERT WALTER



During the late nineteenth and early twentieth centuries, manufacturers and their master watchmakers expended significant amounts of time and resources in preparation for observatory trials held throughout Europe. Unlike today's annual watch fairs, these events were not intended to showcase new products. Instead the observatory trials focused on the science of chronometry and the ability to make chronometers measure time precisely.

These trials were rigorous and they were the most exacting for the watch industry. The precision controls from the observatories pushed everybody involved in the manufacturing process to achieve perfection because they were based solely on scientific and technical standards. Only timing mechanisms of proven design, perfect finish and expert regulation were chosen and given a chance to compete. After 44 days of testing with 5 positional and 3 temperature changes, the most precise chronometer won immense publicity for its manufacturer and acclaim among its peers in the horological community.

The observatory trials were the "crown jewels" of chronometry. The associated financial benefits gained by marketing these timing

triumphs attracted large manufacturers as well as independent professional watchmakers throughout Europe. Even Japan was successfully represented by Seiko in some of these trials.

Interestingly, only Patek Philippe and Omega participated every year in the observatory trials. Omega's performances at these competitions garnered the company a reputation for precision and

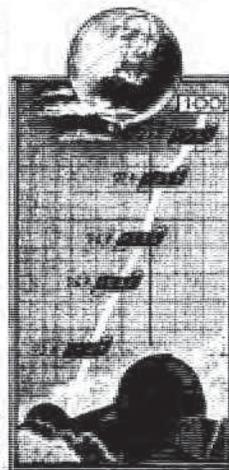
Record mondial de précision

Advertisement of
 Kew-Teddington 1936
 World Precision Record

La montre Omega détient depuis sans le Record mondial de précision aux concours internationaux de chronomètres à l'Observatoire de Teddington (G.B.)

Battant tous les résultats précédents, Omega établit le Record mondial de précision en 1933 avec 97,4 points sur un maximum théorique de 100 points.

En 1936, Omega devint améliorée encore ce résultat en portant le record à 97,4 pts, précision inégalée jusqu'à ce jour.



Aux concours internationaux de chronomètres à Teddington, le fabricant Omega a établi un record inégalé.

Ω OMEGA

Publication: International Watch

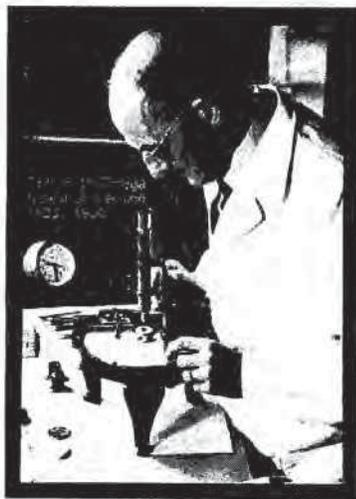
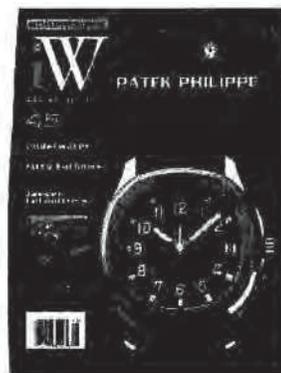
Date: August 2007

Section: History

Product / Subject: Omega

Frequency: Monthly

Circulation: 31,000



innovation, leading NASA to choose the Omega Speedmaster as the official chronograph for the space program in 1965. Never satisfied with its past achievements, Omega's quest for precision continues today with its development and incorporation of the co-axial escapement and adjustable inertial mass balance.

Exact time

The company's slogan back in 1931, "Omega—Exact time for life," was not a mere marketing



scheme but based on Omega's historical performance at observatory trials. Omega's early prowess in designing and regulating timing movements was made possible by the company's incorpora-

tion of new chronometric innovations. The refinement of the Swiss straight lever escapement and the development of the Guillaume balance allowed smaller and more durable pocket watch movements to reproduce the accuracy of much larger marine chronometers.

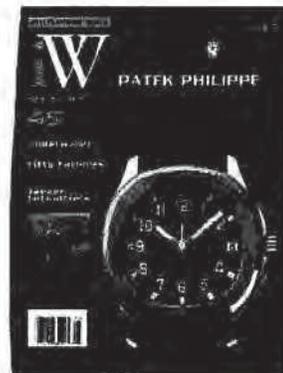
Omega's 19 ligne caliber pocket watch chronometer incorporated these technical improvements, and coupled with expert fine-tuning by Albert Willemin, Omega's first "regleur de précision" attained the highest rating at the

Neuenburg (Neuchâtel in French) observatory trials. In 1919, Omega repeated this feat again when the 21-ligne caliber won first prize at the Neuenburg observatory competition. After slight modification, this movement became Omega's famous Caliber 47.7. In 1925, a Cal. 47.7 regulated by Gotlob Ith won first prize with 95.9 out of 100 points at the Kew-Teddington observatory trials.

Further refinements of this movement and expert regulation by Alfred Jaccard allowed Omega to break precision records at the Geneva observatory in 1931. By winning first prize in all six categories of these trials, Omega's prowess as a precision timing company was assured and it was chosen as the official timekeeper for the Olympic Games in 1932. This was the first time that a single company

Ω OMEGA

Publication: International Watch
Date: August 2007
Section: History
Product / Subject: Omega
Frequency: Monthly
Circulation: 31,000



history



Alfred Jaccard (Omega regleur de precision 1929 - 1953); World Record Breaker 1929-1936



Results of test watch in 1936

was entrusted with this important task. The Cal. 47.7 achieved near perfection in 1936 when it scored 97.8 points out of 100, a precision record which has never been broken.

In 1944, as wristwatches became more popular, the Swiss observatories expanded their trial competitions by adding a category D to include timing movements less than 30 mm in diameter. However, Omega was already five years ahead of its time. Applying experience



the negative influence of gravity and to eliminate any residual effects caused by out-of-balance forces on the escapement of a watch. In preparation for the observatory trials, Omega's technicians sought to miniaturize the tourbillon for its inclusion into a wristwatch movement. In 1947 Omega became the second watchmaker ever to build a tourbillon wristwatch. Lip, a French watchmaker, built a rectangular tourbillon wristwatch prototype earlier in 1930.

gained from the observatory trials with pocket watch movements, Omega had designed and created the superlative Cal. 30mm for commercial use in wristwatches in 1939.

Exceptional in regulatory performance and durability, the Cal. 30mm set a new precision record at Kew-Teddington at its first outing in 1940. Omega even beat Rolex, which at that time was a chronometer specialist rather than a mass manufacturer.

At the Geneva observatory Category D competition in 1945, the legendary Alfred Jaccard regulated an Omega Cal. 30mm to first place, besting five watches from Patek Philippe and one from Rolex.

Despite the success of the Cal. 30mm, Omega sought to improve the accuracy of its wristwatches by applying existing horological technology in novel ways throughout the 1940s.

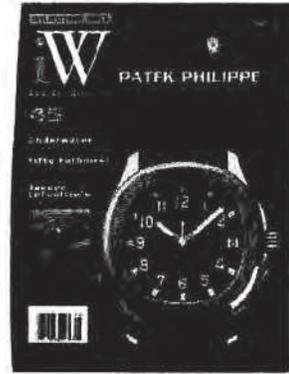
Over a century earlier, the Régulateur à Tourbillon had been invented (in 1801) by Abraham-Louis Breguet. The purpose of the tourbillon is to compensate for

Omega entrusted the design of its tourbillon with a cage revolving every 7-1/2 minutes to Marcel Vuilleumier, director of the watchmaking school at Le Sentier. Each tourbillon was handcrafted by Jean-Pierre Mathey-Clauder, the prototype builder at Omega, and regulated by Alfred Jaccard. Omega made a small series of twelve movements (serial numbers 10595933-10595944). Many of these were sent to competitions in Geneva and Neuenburg during 1947-1951. Despite high expectations, the initial results for these tourbillons at competition were not as good as the Cal. 30mm.

Finally there was victory in 1950, when an Omega tourbillon achieved first place followed by an Omega Cal. 30mm in second place and a Patek Philippe in third place. Because a consumer market

Ω OMEGA

Publication: International Watch
Date: August 2007
Section: History
Product / Subject: Omega
Frequency: Monthly
Circulation: 31,000



history

for tourbillon wristwatches did not exist, those tourbillon movements were only designed for observatory competitions and Omega stopped production after the initial series. In 1987, seven movements from that 1947 series of chronometers were entirely refurbished, rhodium-plated, angled, polished, decorated with côtes de Genève and fitted into either a gold or sterling silver case with transparent back and a push-button for time-setting. This setting button was protected by an



Abraham-Louis Breguet, prototype
 8mm & Cal. 301 tourbillon

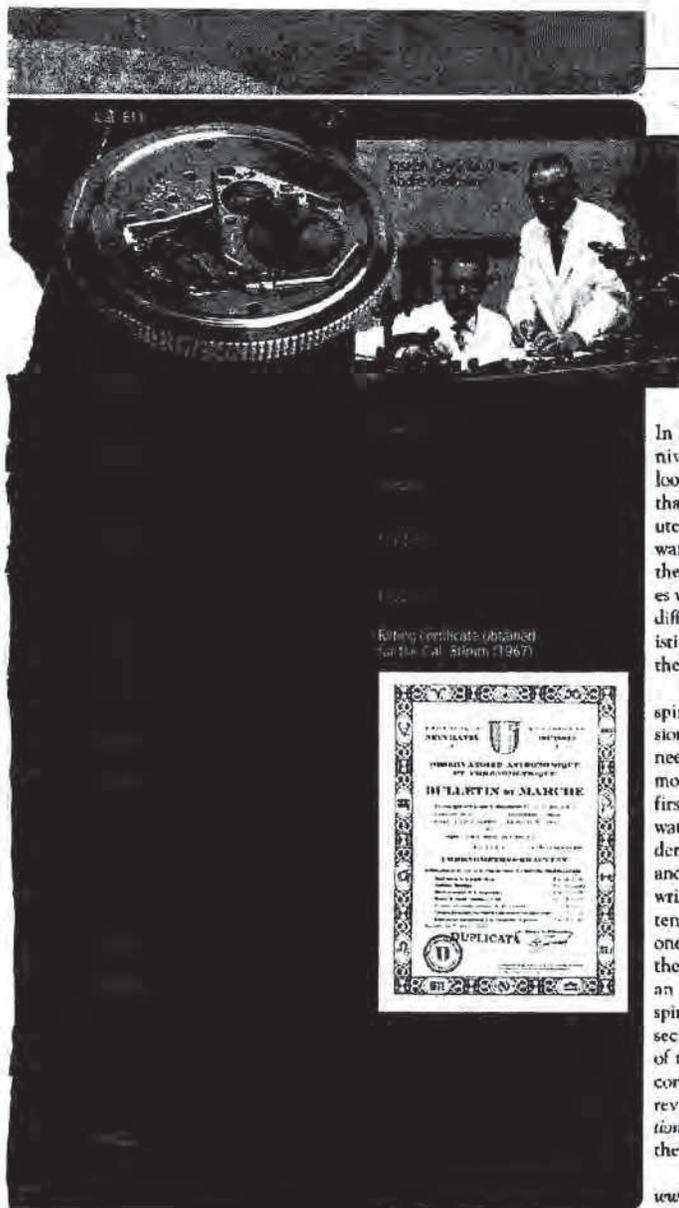


Advertisement of the Precision Record (1950) with Tourbillon Cal.301



Ω OMEGA

Publication: International Watch
Date: August 2007
Section: History
Product / Subject: Omega
Frequency: Monthly
Circulation: 31,000



Folding certificate (obtained for the Cal. 8100 in 1967)

'olivette.' The experience acquired by the regulation and fine-tuning of these watches, however, helped Omega achieve new precision records at observatory trials and dramatically improved the accuracy of its consumer model wristwatches.

Linking past and future

In preparation for its 100th anniversary celebration, Omega looked into its past for a project that would serve as a fitting tribute to this special milestone. The watchmakers were inspired by the company's historical successes with tourbillons but needed to differentiate the project from existing tourbillon wristwatches on the market.

Remaining true to Omega's spirit of innovation and precision, an ingenious team of engineers designed a completely new movement, creating the world's first central tourbillon wristwatch in 1994. With its whirling-dervish tourbillon cage pulsing and dancing in the center of the wristwatch, and its outwardly extending hour and minute hands, one cannot help but imagine that the watch is alive. It conjures up an image of a tiny mechanical spirit eager to share its story and secrets. The complete evolution of this engineering marvel, from conception to production, will be revealed in an upcoming *International Watch* multi-part series on the Omega Central Tourbillon.

This article first appeared on www.thePurists.com.

Ω OMEGA

Publication: San Diego Magazine

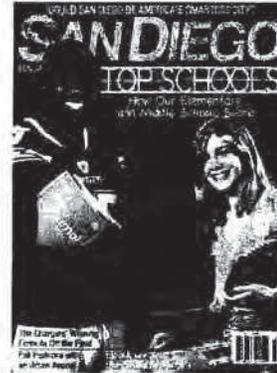
Date: September 2007

Section: Seen

Product / Subject: San Diego Air & Space Museum

Frequency: Monthly

Circulation: 56,000



SEEN



DOUBLE DUTY: Funnyman **Tim Conway** doubled as bartender and host of the Don MacBeth 10th annual Jockey Memorial Dinner at **Jeffrey Strauss's** Pampleroouse Grille. Some 145 patrons, including Conway's guest **Bob Newhart**, gathered to raise funds for injured and disabled riders. **Chris McCarron** coordinated the sold-out event, at which jockeys served as waiters. Participating riders included **Danny Sorenson**, **John Court**, **Mike Smith**, **Carlos Arlas**, **Michael Baze**, **Joe Talamo**, **Alex Solis**, **David Flores**, **Corey Nikitari**, **Brice Blanc**, **Amir Cedeno**, **Chris Landeros**, **Aaron Gryder**, **Alonso Olmos**, **Horacio de Paz** and retired jockeys **Eddie Delahousseaye** and **Gary Stevens**.



TOUCHING DOWN: The San Diego Air & Space Museum partnered with **Ben Bridge**, **Omega Watches** and **NASA** to bring astronauts **Eugene Cernan**, **Scott Carpenter** and **Thomas Stafford** to the Balboa Park museum for its "Meet the Space Cowboys" forum. **Ed Buckebes**, director emeritus of the U.S. Space & Rocket Center and founder of U.S. Space Camp, moderated. The three astronauts represent NASA's premier manned spaceflight programs of the 20th century.

JOCKEY MEMORIAL DINNER: 1. Tim Conway 2. Jeffrey Strauss, Tony deFranco, Bri Strauss
3. Gary Stevens, Mike Smith 4. Mike Bello, Aaron Gryder, Jack Mandato
SAN DIEGO AIR & SPACE MUSEUM: 5. Scott Carpenter 6. Gregory Swift, James Kirdick

Ω OMEGA

Publication: High Point Enterprise
Date: September 30, 2007
Product / Subject: Speedmaster Event
Frequency: Daily
Circulation: 30,007

Astronauts in Triad for event

ENTERPRISE STAFF REPORT

WINSTON-SALEM — Astronauts Scott Carpenter and Charlie Duke will be at Windsor Jewellers in Winston-Salem today to commemorate the store's expansion and grand opening.

Duke, a native of Charlotte, is one of only 12 living men to have walked on the moon. He is featured prominently in the upcoming film "In the Shadow of the Moon."

The event will coincide with the 40th anniversary of the Omega Speedmaster

(the moon watch) and will be celebrated with a public reception at the store from 4:30 to 6 p.m.

At 7:30 p.m. the astronauts will participate in a panel discussion in the E.K. Williams Auditorium on the Winston-Salem State University campus. The discussion will proceed to book signing and autograph sessions, which all profits going to WSSU.

Omega Brand President Gregory Smith will also present WSSU an anniversary original Speedmaster, signed by both astronauts, to be auctioned off at a later

date to raise funds for the university.

To this day, Omega is the only watch brand worn in space. NASA first selected the Speedmaster in 1962 as official equipment for manned space flights.

Winston Jewellers is the region's oldest Omega dealer.

Around mission watches from the Apollo, Gemini and Apollo-Soyuz space flights will be on display at Winston Jewellers throughout the event.

Also, a mission-used Lunar Rover will be on display through Saturday, along with other NASA artifacts.



Charlie Duke walks on the moon.



Publication: GQ
Date: October 2007
Product / Subject: The 50th Anniversary of Speedmaster
Frequency: Monthly
Circulation: 788,851
Contact Information Provided: Liljenquest & Beckstead, London, Tourneau



Manual
 Look Sharp | Live Smart

The Omega Speedmaster > 50th-Anniversary Edition



— Omega launched its Speedmaster watch in 1957, but it wasn't until July 20, 1969, that this multifunctional chronograph became a legend. The Speedmaster went to the moon, where it recorded the exact time of the first lunar landing. NASA chose the Omega for its sturdy and dependable reputation—and the fact that it just looks so damn cool. We agree. It has both guts *and* gleam, making it suitable for double duty as a dress watch and a sport watch. It gets our vote wherever it's worn, from Manhattan to Mars. —JIM MOORE

MOORE
 MUST HAVE
 RECOMMENDATIONS
 IN THE COMPLETE
 GQ ENDORSEMENT
 GQ.COM

Photographed by DAN FORBES | OCTOBER 2007 | 157

Ω OMEGA

Publication: Revolution

Date: 4th Issue

Section: Prime Time

Product / Subject: Solar Impulse

Frequency: 4X a year

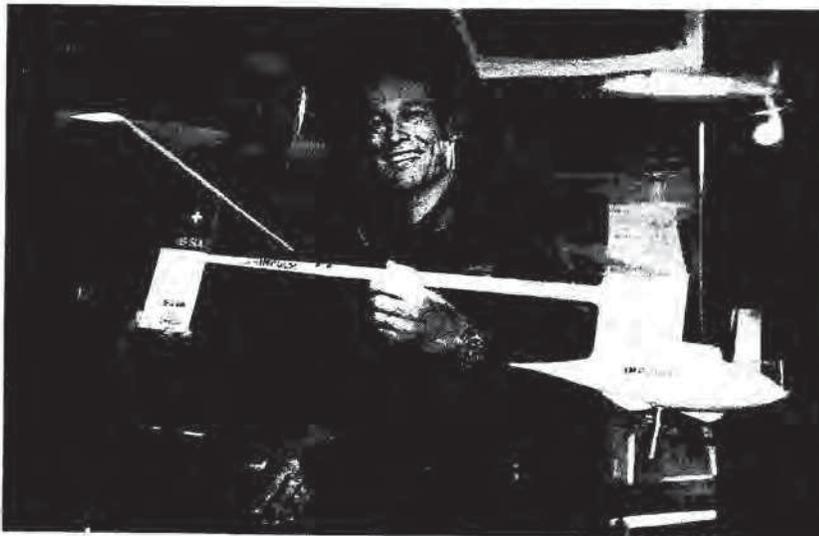


PRIME TIME

THE POWER OF THE SUN

Born on solar power, Omega takes to the skies

BY IAN SKELLERN



In Greek mythology, as in Rock and Roll, a spectacular exit helps to ensure everlasting fame, and that was certainly the case with Icarus. Whatever else he may have done, Icarus will forever be associated with ignoring his father's advice not to fly too close to the sun. Exhilarated by the thrill of flight, Icarus gained a bit too much altitude, flew too close to Helios, the sun god. As a result, the wax holding his wings together melted, and he came fluttering down to a watery end.

It is a story that the Solar Impulse team plans to turn on its head. With Omega as an important partner, they are developing a 100-percent solar-powered aircraft. The idea is that by flying in as much sunlight as possible throughout the day, they will save enough energy to continue flying throughout the night, and (eventually) be able to go all the way around the world. "For a long time, alchemists have tried to transform lead into gold. Today, it's a question of transforming the sun's rays into electric energy," says novelist and project patron Paulo Coelho.

The Solar Impulse project may well have been dismissed as an unrealistic flight of fancy had the idea come from anyone other than Bertrand Piccard. Piccard comes from a veritable dynasty of explorers. His grandfather Auguste Piccard invented the pressurized capsule and, in 1931, made the first flight into the stratosphere. Auguste then applied the same pressurized capsule principle to underwater exploration and invented the bathyscaphe Trieste. He made several record-breaking

the southern end of the Mariana Trench.

Bertrand Piccard continues the family tradition of exploration with the goal of pushing the boundaries of both science and technology. Not content to do anything by halves, an interest in aviation and ballooning resulted in his winning the first transatlantic balloons race and then launching the Breitling Orbiter project. After three attempts, Piccard, with copilot Brian Jones (now Solar Impulse's mission team co-ordinator), succeeded in making the first non-stop round-the-world balloon flight and at the same time setting the record for the largest flight ever -- both in time and in distance -- in the history of aviation. If anyone can carry off a project as ambitious as the Solar Impulse, it is Bertrand Piccard.

If you are asking yourself, "What's the big deal, haven't there already been successfully manned flights with solar-powered aircraft?", the reply is, "Yes, but they have only flown by day." To have any hope of flying around the world in stages (stops will be necessary to change pilots), Solar Impulse will have to stay aloft for up to four days at a time -- four days and (at least) three solar-energy-free nights. To give an idea of the scale of the aircraft, imagine the wingspan of the new Superjumbo Air 380; well, the wingspan of the Solar Impulse will be slightly longer, for a plane weighing a mere two tonnes to the 380's 360 tonnes!

Not content with having the first watch on the moon, Omega is now aiming for the sun (shine). In the words of Omega president Stephen

Ω OMEGA

Publication: Revolution

Date: 4th Issue

Section: Prime Time

Product / Subject: Solar Impulse

Frequency: 4X a year



Omega is much more than a sponsor of the Solar Impulse project. They are an essential technical partner, thanks to the expertise that the Swatch Group picked up when developing a car, of all things. In the 1980s, Swatch developed the Swatch-mobile, which had a hybrid drive comprising of four electric motors powered by rechargeable batteries; Solar Impulse has four electric motors powered by rechargeable batteries. The Swatch-mobile project was eventually sold to Mercedes-Benz, where it evolved into today's Smart car. Omega is supplying essential timing instruments, plus vital sophisticated testing equipment designed to simulate the performance of the aircraft's electrical systems as much as possible before the (expensive) prototypes are built.

As part of their testing and team training program, Solar Impulse recently conducted a full scale 'virtual test flight' at their mission control headquarters in the Piccard room at Geneva's international airport. Using a state-of-the-art simulation program — think *Microsoft Flight Simulator* on steroids — the team 'flew' non-stop from Hawaii to Phoenix, Arizona, in three days, seven hours and 25 minutes using real-time weather conditions. Comments from the team's running blog provided clues as to the importance of this virtual flight and some of the recklessness encountered.

23 May 2007, 13:45: "During the night, the airplane experienced one greater than anticipated down-draughts, which meant that extra power needed to be applied to the motors to compensate. Also, for the mission team, sunrise is a relative term. Although we know the exact time at a given point which the sun will rise over the horizon, the wings of the Solar Impulse are angled backwards. This means that the amount of energy that the solar cells collect will vary depending on the direction in which the airplane is flying. Another factor is that when the airplane flies towards the east, its speed affects the length of its day as it is effectively accelerating the sun's passage relative to itself. So this morning (airplane local time), we were faced with a situation due to the above anomalies, where the aircraft batteries will be depleted before the sun is able to effectively run the motors. Another complication is that we are flying towards an area of high cloud cover, which will further diminish the hanging efficiency."

24 May 2007, 07:42: "The team is now looking ahead to possible final

regions for which we are heading. However, this poses a major headache for our air traffic controllers, who have the difficult job of negotiating landing permissions at extremely busy commercial airports. The solution is likely to be to use a less busy airport in the region, but of course we need one with a substantially-sized runway both in terms of width and length."

Solar Impulse eventually 'landed' in Phoenix, Arizona on 24th May at 13:15.

Because of its large size and low cruising speed, the Solar Impulse will be an extremely demanding aircraft to maneuver. To provide the pilots with maximum information, a new device is being developed to provide the pilot with much more detailed parameters of the plane and environment than is available to them now. The next important stage of the project would be to build a 60-meter wingspan prototype to test and validate the myriad new technologies throughout the aircraft and to examine the flight characteristics of the radical design of the enormous wingspan.

This prototype is set to be flown in 2010 with a pilot and through the night. If successful, that mission will be a historic first and an important milestone in the viability of longer and more ambitious flights. 2009/2010 should see the construction of an airplane with an 80-meter wingspan, capable of crossing continents and the Atlantic ocean. If all goes well, the first round-the-world flight in five stages might take place in May 2011.

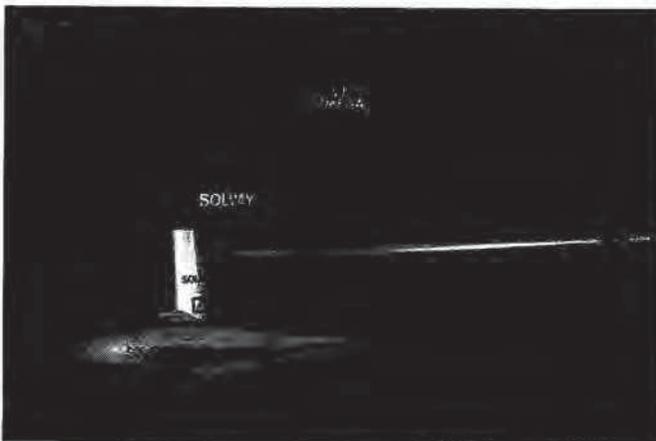
Due to the heavy weight of the batteries, Solar Impulse can only carry one pilot, and four days is considered the maximum duration that a single pilot can fly safely with limited sleep. In the future, when batteries are expected to become lighter and more powerful, Solar Impulse could take two pilots for very long flights, and a non-stop round-the-world flight might then be feasible.

The underpinning philosophy behind the project is to push the limits of green technologies. So when asked why it was necessary for the plane to have a pilot at all, Piccard replied frankly that it was easier to generate interest from sponsors and the media, and that while automatic flight software worked well, skilled pilots were more flexible in dealing with the unknown. Co-pilot and CEO of the project André Borschberg added with a mischievous smile,

"That was the businessman and engineer talking; the truth is, Bertrand and I are pilots and we love to fly!"

The role of the meteorologists in plotting a safe and sun-filled flight corridor cannot be stressed enough. If Solar Impulse does not have sufficient sunlight to gain altitude each morning, then it will keep coming down and it will not be the type of aircraft to land safely anywhere other than a very long, smooth runway.

But as Piccard says, "The pioneer is not always the one who succeeds, but the one who is not scared to fail." *



Ω OMEGA

Publication: Revolution
Date: 4th Issue
Section: Prime Time
Product / Subject: Mr. Urquhart
Frequency: 4X a year



THE STAR MAKER — STEPHEN URQUHART, PRESIDENT, OMEGA

The product power of Omega is enormous and in many parts of the world, it is Omega — and not Rolex — that is the better-known brand. And as seen from its capacity to secure perhaps the most sought-after film star, George Clooney, as its brand ambassador, Omega's commercial power is also similarly immense. The man steering these two key facets of the brand is Stephen Urquhart, the former CEO of Audemars Piguet. Urquhart's reputation as a highly capable manager was forged at the Le Brassis manufacture where he oversaw, amongst other things, the launch of the Royal Oak Offshore.

Urquhart has similarly brought his strong commercial savvy to Omega. He has reconnected the brand to a youthful market by positioning it on the wrist of Anna Kournikova. He has also secured what was perhaps both the most brilliant and most distant moment of feature film product placements in the 2006 James Bond movie, *Casino Royale*, where Daniel Craig's James Bond informs Eva Green's Vesper Lynd that he was wearing an 'O-mee-ga'. After which, she coolly remarks, "Beautiful."

In this film, what is remarkable is that every single person — including the croupier (he wears a real dial Speedmaster) — is wearing

DANIEL CRAIG AS BOND FITS PERFECTLY WITH THE PROFILE OF OMEGA, WHICH IS AGAINST GIMMICKS AND FOCUSED ON RELIABILITY AND PERFORMANCE

some kind of Omega watch. Under Urquhart, Omega has also begun to better understand and capitalize on its primary technical cache, which is its co-axial escapement.

Created by watchmaker George Daniels and industrialized by Omega, the ultra-flat co-axial was the first implemented alternative to the Swiss anchor design, in the modern watchmaking era. While at that time, the concept of alternative escapement design did not spark the commercial wildfire that it has today, it is important to note that Omega has had a considerable headstart on all other manufacturers that are, with the exception of Ullyse Nardin, only just launching their escapements now. To create greater market distinction for his product range, Urquhart is ramifying this new escapement into all of his

movements. In the past few years, he has also considerably elevated the average price of Omega's timepieces with the introduction of appealing modern watches, such as the DeVille Co-Axial Rattraparte. For 2006, Omega launched Hour Vision — a new series of watches with an all-new in-house rubber designed from the ground up — to optimize the performance of the co-axial escapement. The finish of these watches, as evidenced by their sapphire crystal case backs, is rather remarkable considering their

reasonable price points. All in all, Stephen Urquhart has done an impressive job of consistently ensuring the enduring vibrancy and commercial relevance of Omega in an increasingly competitive market.



WHAT IS THE COMMERCIAL POWER OF BEING JAMES BOND'S WATCH?

Well, products and personalities need to fit together. I met up with Barbara Broccoli, whom I know well and have worked with for five films now. I said, "Look, I don't want to have an Omega for Bond that cuts her and has a heeppon. Since there's a new watch this year, why doesn't Q say to Bond, 'Listen, Bond, be careful, this is the new Omega with the co-axial?'" Of course, she replied no. She said, "No, this I can't do, but let me think of something." And she came up with this great exchange between Bond and Vesper. Initially, I had some concern because I saw where Bond was going, and it was getting a little too gadget-oriented and there wasn't enough storyline. This one was great. Daniel Craig is a perfect Bond and I love that they've moved down the gimmicks and stuck to telling a good story. It fits perfectly with the profile of Omega, which is completely against gimmicks, and focused on reliability and performance.

WHAT IS THE POWER OF GEORGE CLOONEY AS A BRAND AMBASSADOR?

George Clooney was a really natural fit for us. I knew he'd be the perfect ambassador for us where I saw a picture of him and he was already wearing a Planet Ocean — meaning that he was already a fan of the brand. He's great because he's obviously a man the women are all in love with for his look, but he has great content as well. He takes some

political stances, and he's a very talented producer and director.

WHAT IS THE POWER OF COMMUNICATION? *The power of communication is that it allows the unique message of Omega to be verbally vocalized. Today, many brands are using brand ambassadors and we have to be careful we don't send across the message that we are trying to sell a watch based purely on three associations. The fit has to be right. This is what provides the credibility to me, this means taking the association one step further. For example, with George Clooney, I'd like to meet him and see if there is some project we can work on together, something relevant and meaningful. We should also not forget that, in an era where we are trying to be eco-friendly, the mechanical watch is one of the most eco-friendly luxury objects on earth. It doesn't require any fuel or batteries. It is not disposable, but endures indefinitely. And it only takes a human being to power it.*

WHAT IS THE EMOTIONAL POWER OF THE MECHANICAL WATCH? *It is a wonderful luxury product that only brings positive things to life.*

IN LIGHT OF YOUR HIGHLY SUCCESSFUL ADOTION WITH ANTIQUORUM, WHAT IS THE POWER OF OMEGA'S PAST? *The past is something that money can't buy. Look at the sheer wealth and richness of the past embodied by this auction, and you can see the immense effort that Omega has had — not just on the story of watchmaking, but on human culture. No other brand has this breadth of scale. We've shown the world what an incredible journey we've had. At the same time, the past gives us wonderful inspiration for our future product range. **

Ω OMEGA

Publication: International Watch

Date: November 2007

Section: Book Review

Product / Subject: Omega

Frequency: Monthly

Circulation: 31,000



Book Review

Omega:

A Journey Through Time

BY MARCO RICHON

Like an expectant father pacing back and forth in a hospital waiting room for the delivery of an overdue baby, the arrival of Marco Richon's latest book has been a nail-biter for lovers of Omega timepieces.

But the final release of *Omega: A Journey Through Time* has been worth the wait. Delayed since April of this year, the August delivery of this 9-pound-5-ounce, 832-page magnum opus on the history of Omega and its timepieces is nothing short of spectacular. It has a few notable shortcomings, but on the whole, it is to the eyes what the buffet at the Bellagio Hotel and Casino in Las Vegas is to the belly—a veritable feast.

There are, quite literally, thousands of photos and images of Omega timepieces—clocks, pocket and wristwatches, and timers—and an array of Omega ephemera ranging from the most obvious (factory photos, for example) to the incredibly obscure. (Check out the image on page 19 of the “Omega Swim

Eight-O-Matic”, invented in 1956 to time up to eight swimmers simultaneously.) If it has anything to do with Omega, it's in this book.

To say the project has been daunting would be an understatement. Years in the making, the book was to be released in conjunction with Antiquorum's wildly successful thematic auction, Omegamania. But countless revisions (the book went through no fewer than three title changes), and then a complete translation from its original French into German and English, set it back several months.

The book itself is an oversize format—12-1/4 inches tall by 10 inches wide. It is divided into twelve chapters, delineated by specific themes rather than a straight chronological order. When dealing with a topic as daunting as an exhaustive history of one of the world's greatest watch manufacturers, there are countless ways to approach it. The author's choice is a good one, since so many of Omega's

disciplines—sports, military, haute couture, outer space, etc.—cross timelines with one another.

If your passion is Omega chronographs, for example, you can read about them in one chapter, rather than wading through an exhaustive historical timeline to pick out specific information.

In fact, the chapter on chronographs is the longest one—at 140 pages. Not surprising, given collectors' high level of interest in timepieces that have a timing function independent of the watch itself. The chapter provides an exhaustive history, from Omega's first pocket chronographs introduced in 1885—called chronoscopes back then—to some of the Seamaster chronographs rolled out in 2006.

The 121-year interim is filled with a dazzling array of rare and beautiful chronographs designed for every imaginable purpose. My favorites are the wrist chronographs, designed from the 1910s to about the end of the 1950s. They were a perfect blend of

NOVEMBER 2007 INTERNATIONAL WATCH

Ω OMEGA

Publication: International Watch

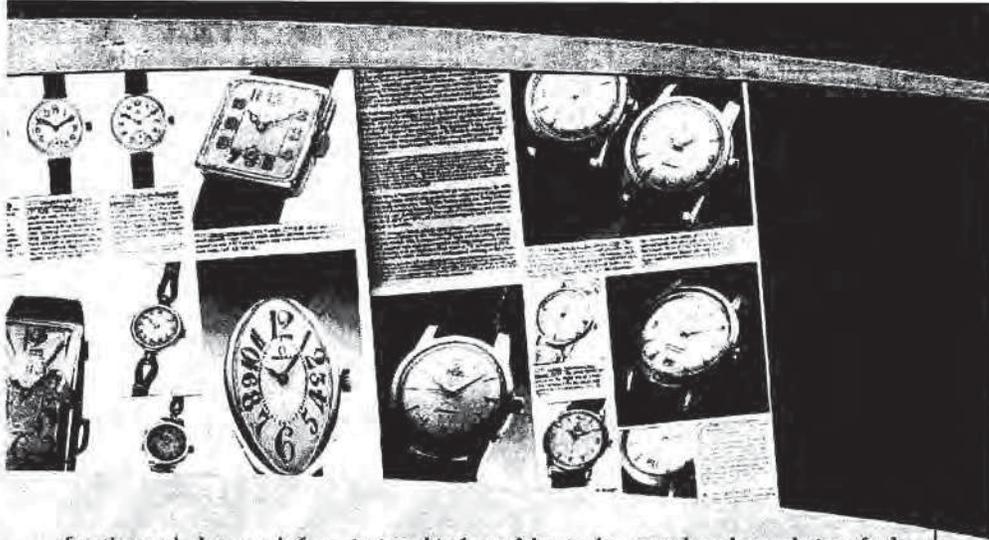
Date: November 2007

Section: Book Review

Product / Subject: Omega

Frequency: Monthly

Circulation: 31,000



function and elegance, before taking on the more bulky design features demanded by the sport and military markets.

The shortest chapter—at 20 pages—is devoted to Omega automatics, excluding specialty lines such as the Seamaster and Constellation, which are given their own chapters. This deals with Omega's development of the self-winding movement from a novelty to mainstream mechanism placed in all kinds of watches, from chronometer-grade pieces aimed at the technically minded to beautiful dress watches for men and women.

Of particular interest is an early prototype, made in 1932, of a tonneau-shaped gent's watch with movable lug extensions. Those extensions essentially "wiggled" up and down with the small movements of the wearer's wrist, and transferred those motions via a linkage mechanism to the mainspring. This exceedingly impractical contraption was quickly

jettisoned in favor of the circular rotor design, which of course became the standard for virtually every manufacturer of automatic movements.

A listing of the other chapters includes "Sister brands," "Pocket watches," "Wristwatches," "High Precision," "Official Watches," "Seamaster," "Constellation," "DeVille," "Specialties," "Speedmaster," and "Creation." The creation chapter deals with timepieces that are as much or more works of art than devices of function. There is also an appendix devoted to Omega Calibers, including 36 pages of movement illustrations.

Browsing through this book is probably the closest thing many of us will have to actually touring the Omega museum in Bienne. The thousands of photos of watches and Omega ephemera probably comprise the bulk of the museum's holdings. But an equal percentage of the photos are the result of watches (or photos of watches) lent to Omega by what

must have been a legion of collectors, dealers (including auction houses) and other authors.

Another significant portion of the photos are from Omega's own catalogs or photo archives.

My point is, there are a ton of photos—6,625, to be exact—which is both this book's strong suit and, ironically, one of its downfalls. Many, many pages are so incredibly loaded with photos of equal size (all small in many instances) that it's difficult to know where to focus. With no dominant graphic element on so many pages, it's difficult to assign any sense of relative importance to the images one is seeing on any given page. Some pages are so jam packed with photos that the print is reduced to the size of requiring a magnifying glass for those of us over 40 with challenged eyesight.

Moreover, some of the images are of poor quality, the result of digital images being enlarged beyond their capacity to remain in focus. The image on page 560 of the

Ω OMEGA

Publication: International Watch

Date: November 2007

Section: Book Review

Product / Subject: Omega

Frequency: Monthly

Circulation: 31,000



Omega De Ville Co-Axial chronograph is a particularly egregious example. We are led to believe in the introduction that Richon himself oversaw the layout of the book, and by his own admission he is not a trained graphic designer. The book, I believe, could have benefited greatly from the services of a graphics professional. But, alas, that would have caused further delay.

The book's other—and perhaps more grievous—downfall is its lack of an index. As a diversion for those who like to browse, this book is a treasure.

But as a reference tool, the book presents a logistical nightmare for the serious researcher. The book's ungainly size and weight further impede the researcher's job, because flipping back and forth among pages is—at best—cumbersome and—at worst—perilous in terms of accidentally tearing the pages. I have to believe that the creators of this book envisioned an index, but it was scrapped because it would add further weight to the book and cause more delays.

At \$300 plus \$60 shipping to the United States, the book may be somewhat of a budget breaker for some. But if you are a lover of Omega, this book is worth it. To put it into perspective, the book plus postage will set you back roughly the cost of one no-frills Omega watch (an older manual-wind round, in stainless or gold-filled, for example). The knowledge you will gain for making future purchases for your collection will pay you back many times over.

But be warned: Omega only printed 5,000 of these books in the English version. So, if you're holding out for a "remaindered" copy through Amazon.com or your local used/overstock bookseller, you're going to be sadly disappointed.

Despite the book's downfalls, author Marco Richon weaves a brilliant piece of magic with the combination of pictures and text. No stranger to the world of Omega, Richon is the curator of the Omega Museum, and author of *Omega Saga*, the previous definitive guide to Omega until

this book came along. His words, translated from his native French language, convey an unmistakable passion for his subject. And Richon reveals another side of himself rarely seen in today's "corporatized" world of watches—that of humility. In a beautifully written introduction, Richon acknowledges that not even the Omega company itself, with all its resources and financial backing of its parent company Swatch Group, is infallible.

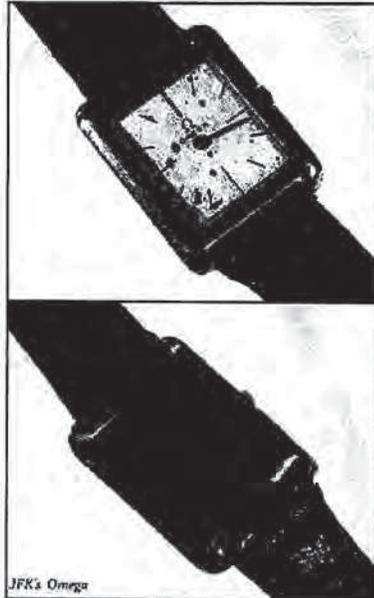
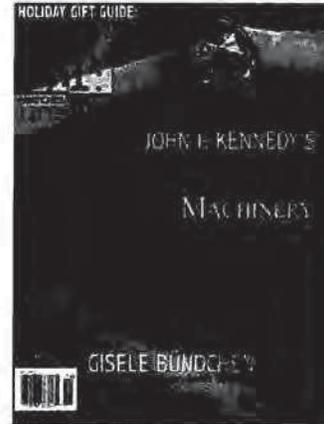
The history of Omega is still being written and revised as new facts come to light. While Omega: *A Journey Through Time* may not be the final word on Omega, it is a beautiful and intricate snapshot of a watch company that—159 years after its founding—continues to amaze us. ☺

Bruce Shanley is a watch dealer, collector, and freelance writer from Evansville, Wisconsin.

His bimonthly wristwatch column appears in the Bulletin of the National Association of Watch & Clock Collectors.

Ω OMEGA

Publication: hr.
Date: December 2007
Section: The Presidents and Their Timepieces
Product / Subject: JFK Watch
Frequency: Monthly



JFK's Omega

After Kennedy's assassination what Kennedy had dubbed "the Stockdale Watch" became part of the famous Robert White Collection of JFK memorabilia. In December 2005, Omega won the auction of the historical timepiece for a whopping \$420,000 and put it on display at the Omega Museum in Biel, Switzerland.

But certainly no presidential watch could eclipse in notoriety one that had passed through the hands of two of the 20th century's most stylish and beloved celebrities. Even though Kennedy never wore the watch that Marilyn Monroe tried to give him as a birthday gift soon after her sultry rendition of "Happy Birthday to You" on May 19, 1962, at New York's

Madison Square Garden, it still attained a special place in the lore surrounding JFK and Marilyn's mysterious and scandalous relationship, fetching \$120,000 at a 2005 auction. Bill Panagopoulos, founder of the Alexander Autographs auction house, said Monroe tried to give the gold Rolex, inscribed "Jack, with love as always from Marilyn May 29th 1962," to JFK through Kennedy aide Kenneth O'Donnell. But when O'Donnell passed the timepiece on to the President, he was told to "get rid of it," according to a note that was auctioned together with the watch.

THE FINAL FRONTIER AND THE NEW FRUGALITY

While post-World War II Presidents enjoyed the chirping alarm complication of the Cricket, Presidential watch wearing took a simpler, yet more modern, 70s turn when Gerald Ford became President and opted to wear a Pulsar. In 1970, when venerable U.S. timepiece maker Hamilton announced the Pulsar, the first "solid-state" watch, the concept was so revolutionary that nobody seemed to care that its LED screen actually displayed the time only when you pressed a button. The first Pulsars were initially \$2100, solid-gold pieces, but a steel model eventually became available for a thriftier \$27. This emphasis on technology over style seemed perfectly in step with a nation that had just sent men to the moon.

Just like Roger Moore fighting evil geniuses as James Bond in the 1973 film Live and Let Die, Gerald Ford wore his Pulsar during similarly dangerous Congressional Judiciary Subcom-



"The Gold Watch" given by Mrs. Monroe to JFK



Publication: Fortune
 Date: December 10, 2007
 Product / Subject: Michelle Wie
 Frequency: Monthly
 Circulation: 865850



THE TOP TEN ENDORSEMENT SUPERSTARS

Estimated endorsement income for 2007 among American pro athletes.

Rank	Name	Income	Image	Description
1	Tiger Woods	\$100 million		Tiger Woods is the closest thing the sports world has today to a superstar who transcends sports in the mold of Jordan or Ali, and he is the only one close to earning nine figures from endorsement deals.
2	Phil Mickelton	\$47 million		The two-time Masters champion and serial endorser has lent his name to everything from Ford to Rolex to Callaway golf clubs, and his earnings from such deals far outpace what he's made winning at golf.
3	LeBron James	\$25 million		King James is the true king of endorsements in the NBA, bringing in close to \$10 million more than the next-highest earner in the league, Kobe Bryant.
4	Dale Earnhardt Jr.	\$20 million		Earnhardt Jr., who once starred in two separate Super Bowl ads in the same year, has pitched everything from Wrangler Jeans to Drakkar cologne.
5	Michelle Wie	\$19.5 million		The former FORTUNE cover girl's earnings from endorsements—she plugs companies such as Omega, Sony, and Nike—dwarf her earnings on the course, which are estimated at less than \$1 million this year.
6	Kobe Bryant	\$16 million		Despite his 2003 sexual assault case (the charges were dropped)—which at the time drove marketers away—the L.A. Lakers guard now ranks second in endorsement income in the NBA, behind only LeBron.
7 (TIE)	Jeff Gordon	\$15 million		Gordon has won the Nextel NASCAR Cup four times, and blue-chip marketers such as Coke, Kellogg, and Frito-Lay have embraced him.
7 (TIE)	Shaquille O'Neal	\$15 million		At \$15 million, Shaq is just a shade under former teammate and rival Kobe Bryant. Like LeBron, Shaq has turned his eyes to the Far East, having signed a deal last year with Chinese sneaker company Li-Ning.
9	Payton Manning	\$13 million		The reigning Super Bowl MVP boasts a stable of endorsement partners, including Sprint, MasterCard, Reebok, and Gatorade.
10	Dwyanne Wade	\$12 million		Wade led the Miami Heat to the 2006 NBA championship, and lucrative endorsement deals followed. He has pitched for Converse, Gatorade, Topps, and Lincoln cars.

SOURCE: ANA; VIEWS FROM SPORTS ILLUSTRATED

Ω OMEGA

Publication: The Huntsville Times
Date: January 31, 2008
Section: Front Page
Product / Subject: The 50th Anniversary of America in Space
Frequency: Daily
Circulation: 50,355



In space, timing is everything

Astronauts recall precision, reliability of Omega watches

By SHELBY A. SPURD
Times Aerospace Writer
shelby.spurd@huntsv.com

The surface of the moon or the inside of a spacecraft is no place to have to guess at the correct time.

For early NASA astronauts, knowing the exact time and how to use a stopwatch some-



The face of a standard issue Omega Speedmaster Professional

Please see **TIMING** on A1

Timing

Continued from page A1

times meant the difference between life and death, recalled retired Air Force Lt. Gen. Tom Stafford, a former astronaut.

"We used our Omega SpeedMaster watches mainly as backups to onboard clocks," said Stafford, a veteran of two Gemini missions, the Apollo 10 lunar module test flight to the moon and the Apollo-Soyuz Test Project. "It was there to back us up in timing spacecraft maneuvers, timing engine burns and firing retro (re-entry) rockets. They are very, very valuable and rugged watches, and they were absolutely an integral part of the space program."

Stafford will be part of "Conversations with the Real Space Cowboys" discussion at 11 a.m. today in the Von Braun Center sponsored by the Omega SA watch company. Omega watches similar to ones used by Gemini and Apollo astronauts are on display at the Davidson Center for Space Exploration, which opens to the public Feb. 9.

Stafford will be joined by Mercury veteran Scott Carpenter and retired U.S. Air Force

Brig. Gen. Charles Duke, lunar module pilot on the Apollo 16 moon landing.

Former Skylab astronaut Dr. Owen Garriott of Huntsville agreed with his astronaut colleagues about the importance of accurate time.

"It's absolutely critical. You have to know precise information like time for operations when flying high-performance aircraft. It's even more critical in the harsh environment of space," said Garriott, who is not part of the Omega forum.

"On Skylab, we had numerous tasks and experiments that counted on our ability to mark time. Naturally, we did not have a wall clock on board a space station and we would refer to our wristwatches to monitor" daily tasks.

Early Mercury astronauts did not have an approved backup time piece. Onboard mission clocks were used to keep time during the short-duration Mercury missions that kept astronauts in space hours at a time.

Space flight got more and more complicated, and during the Gemini missions astronauts were spending several days, sometimes more than a week, orbiting the Earth, walking in

On the Net

- www.omegawatches.com
- www.hq.nasa.gov/alsj/omega.html

space and docking with other spacecraft.

NASA's chief astronaut then, Deke Slayton, realized one standard, rigorously tested watch had to be found.

"Deke went around and bought up a variety of watches. Then he made sure NASA tested these watches in almost every conceivable environment you would see in space to see which one was best," Stafford said. "Omega was all around the best one for our needs."

The Omega SpeedMaster wristwatch was chosen by NASA in 1965 for astronauts because it combines a standard watch with a stopwatch function used to measure increments of time very precisely.

"It's not needed to time events down to the hundredths of a second. The human mind can't process that anyway," Stafford said. "It's really around the tenths of a second."

The stopwatch allowed astronauts to monitor engine firings and set them on the proper course for the moon, said Duke.

"Anything can and will sometimes go wrong," he said. "There could be a communications or power failure. One second off on an engine burn means you will slam into the lunar surface instead of touching down on it."

"Your life really depends on knowing and keeping the right time."

Duke used his watch to verify the proper countdown sequences when the lunar module engines were ignited, setting the lander on the moon with him and astronaut John Young on board.

"That watch is very robust. We had it strapped to our arms the whole time we were on the moon," Duke said. "The only time it didn't work right was because I had forgot to wind it on the surface of the moon. I wound it up and set the time and it kept working well."

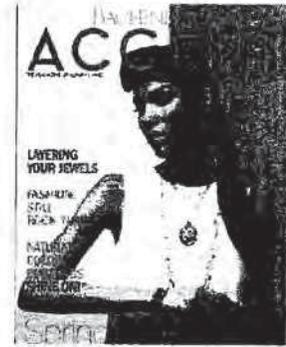
The watches were worn by all the Apollo astronauts, including the 12 men who walked on the moon.

Stafford used an Omega on his 1975 Apollo-Soyuz link-up mission.

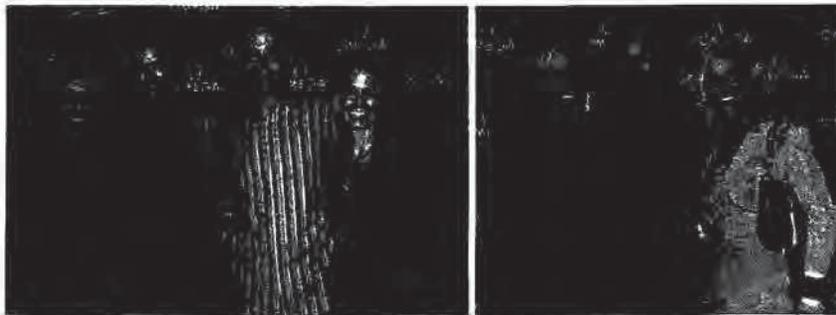
"The Soviets were so impressed with the watch that they went and bought them for their crews as well," he said.



Publication: Bachendorf's Accent
Date: Spring/ Summer 2008
Product / Subject: Cindy Crawford/ Cattle Baron's Ball
Circulation: N/A



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PHOTOGRAPHY BY JAMES AND BILLY PHOTOGRAPHY, LLC



Publication: iW: International Watch

Date: June 2008

Product / Subject: Omega's Largest U.S. Shop-in-Shop

Frequency: Monthly

Circulation: 55,000



< iwrnews >

The latest from NORTH AMERICA'S LEADING WATCH RETAILERS

2 | Introduction: Omega's New Timepieces

The San Francisco Bay Area's acclaimed CH Premier Jewelers welcomed customers, guests, members of the press and the Omega brand family for the inauguration of the brand's largest U.S. shop-in-shop. On April 22, Gregory Swift, Omega's North American president, officially cut the ribbon to this in-store boutique amidst great excitement. Joining him was William Grafeld, Omega West Coast sales director, CH Premier founders Ronald & Ellen Lee and management team Stephen Lee, Stephanie Lee and Jenny Fu (pictured below).

CH Premier customers now have the opportunity to select from a full range of exquisite Omega timepieces, including ladies' and gent's models, limited editions, plus rare and unique pieces. The California-based retailer is proud to be the exclusive distributor of the Limited Edition Olympics timepieces from the brand's various collections. Omega has been providing timepieces and data-handling services for the Olympics since 1932. In addition to Beijing 2008, the Omega partnership with the International Olympic Committee has long-term contracts for Vancouver 2010 and London 2012.





Publication: International Watch
Date: June 2008
Section: Brand Ambassador
Product / Subject: Michael Phelps portrait
Frequency: Monthly
Circulation: 31,000

BRAND AMBASSADOR

MICHAEL PHELPS

As winner of eight medals in the 2004 Olympic Games—six of which were gold medals—Michael Phelps, known as the "Baltimore Bullet," continues to break swimming records, making him one of the most decorated swimmers in the world. Since being named brand ambassador for Omega, Phelps also studies at the University of Michigan and is one of America's best hopes for Olympic gold in China later this year.

Name: Michael Phelps

Occupation: Professional Swimmer

Favorite Watch: Omega Seamaster Planet Ocean

First watch: Omega Speedmaster

Number of watches I own: Four

Ω
OMEGA



Best time of my life: The best time of my life is when I reached one of my professional goals and got my first gold medal.

Best time of my day: The best time of my day is after my afternoon practice and I get food and relax on the couch.

Where I always wear my watch: Whenever I leave the house I have my watch on and I usually always have it on.

Where I never wear my watch: The only time I don't wear my watch is when I'm in the water.

Best way to pass the time: The best way to pass time is to relax and watch TV.

When does time matter most? For me, milliseconds matter when it comes to gold, silver or bronze. So time matters most when you are reaching to finish a race and touch the wall first.

When does time matter least? Time matters least when you are spending it with family and friends. You can't keep track of time when you are surrounded by great people.

When do I lose all track of time? I lose track of time when I play video games. I usually find out I've been playing for hours before I realize I need to get to the pool and practice.

Ω OMEGA

Publication: International Watch

Date: June 2008

Section: Brand Ambassador

Product / Subject: Michael Phelps portrait

Frequency: Monthly

Circulation: 31,000



2008 CelebWatch 43

OSA 002910

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OMEGA



Publication: USA Today
Date: August 12, 2008
Section: Front Page
Product / Subject: Olympic Swimming- Lucky Shot
Frequency: Daily
Circulation: 2,293,137



By Jack Gruber, USA TODAY

Golden track: Michael Phelps wins third gold of 2008 Games; he's on pace to win eight gold medals in Beijing.

Ω OMEGA

Publication: Livingston County Daily
Date: August 19, 2008
Section: Sports
Product / Subject: Michael Phelps and his sponsoring contracts
Frequency: Daily
Circulation: 16,000

Phelps gets chance to cash in on gold



Photographers surround Michael Phelps as he is greeted by his mother Debbie and other family members after the medal ceremony for the men's 400-meter medley relay final on Sunday. Phelps plans to compete in 2012, but in the meantime will be sifting through endorsement offers that could double the \$5 million per year he made before this month's Games.

New challenge

Can Phelps make it big outside the pool?

By Emily Fredrix
 ASSOCIATED PRESS

MILWAUKEE — Visa Inc. popped out ads almost as quickly as he swam his laps. Pizza Hut is giving Michael Phelps and his teammates free pizza and pasta for a year for him beating Mark Spitz's record of seven gold medals in one Olympics.

The makers of a new sports drink are embarking on their first national advertising campaign, banking on his most recent swimming glories.

Phelps — the biggest Olympic athlete in years, if not ever — is everywhere this summer. And companies want to share in his

PHELPS WATCH

Here's a look at the sponsors of American swimmers:

Michael Phelps:

- Speedo USA: Maker of swimsuits
- Visa Inc.: Credit card company
- Omega: Luxury watchmaker owned by Swatch
- Hilton Hotels: Hotel chain
- PowerBar: Nutrition bar

fame. They're taking out ads, pitching endorsements and giveaways.

The 23-year-old from

made by Nestle

- AT&T Inc.: Communications provider
- Kellogg Co.: maker of Frosted Flakes, Cheez-Its and Eggo waffles
- Rosetta Stone Ltd.: Language learning software
- PureSport: Sports beverage
- SwimRoom.com: Internet site for swimmers

Baltimore has proven himself in the pool, but will he sink or swim as a long-term pitchman on Madison Avenue?

"He is in the top tier of athletes and now he's going to get his trout as a personality," said John Sweeney, director of sports communications at the University of North Carolina at Chapel Hill's School of Journalism and Mass Communication. "And Tiger Woods was passed, but Mark Spitz didn't. And there are plenty of people who they try to develop the whole persona around and two years later it's gone."

Phelps has won 14 gold medals, the most of any Olympian ever. Eight of those were at the Beijing Olympics, which end Sunday. His achievements at this

Continued on page 4

Ω OMEGA

Publication: Time Style & Design
Date: Fall 2008
Product / Subject: Alaska Project
Frequency: Quarterly
Circulation: 55,040



TIME Style & Design Notebook

NOTEBOOK

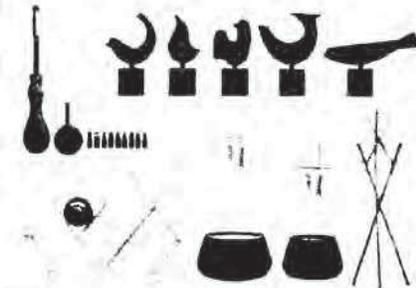


DIESSEL DESIGN

Living on the Edge

ADDING LUSTRE TO its stylish line, the Diesel brand is launching its first home decor collection, Successful Living from Diesel. The line, which will be available in select Diesel stores in Europe and the U.S., includes towels, bed linens and other soft furnishings such as pillows and slipcovers. Designed by Diesel creative director Wilbert Das and produced in partnership with Italian textile manufacturer the Zucchi Group, Diesel's home offerings will eventually expand to include everything from lamps and

decorative objects to upholstered furniture. Fans of Diesel's edgy denim collections and high-end ready-to-wear will instantly recognize the brand's rock-'n'-roll aesthetic in the vibrant hues and vintage-inspired graphic prints. Prices range from \$20 for cushions and \$152 for throws to \$290 for a duvet bed set. Says president and founder Renzo Rosso: "Consumers are no longer looking just for trends. Today people are more conscious and want to feel part of an experience." —By Paige Robinson



DESIGN

Design's New Reach

SENSE DESIGN WITHIN REACH opened its doors nearly 10 years ago, making modern furniture more accessible than ever before—countless nesters have embraced contemporary design in their homes. But aside from the odd bird feeder here or vase there, DWR (as it's come to be known) has remained a brand dedicated to furniture. That will all change when the first DWR Tools for Living store opens in New York City and Santa Monica, Calif., later this month. Launching in small scale online last year, Tools for Living will increase DWR's range tenfold, to more than 800 items, when the stores open, offering everything from garden spades to children's toys to dog leashes. The wide array of objects has been hand-picked by a team that spent months scouring the globe for things with an emphasis on function as well as form. And unlike at other Design Within Reach stores, everything for sale at Tools for Living will be cash and carry. Please, just don't call them "accessories." —By Betty Kroll



To celebrate NASA's 50th anniversary, Omega is introducing the Speedmaster Moonwatch Alaska Project, a watch designed in the 1970s to withstand the harsh temperatures in space but not put into production until now. There are 1,970 pieces available. —a.s.

EVERBLISS

CURATING A retail experience by introducing an individual or a point of view, not usually endemic to the point of sale. Popular with mass- and middle-market retailers like the Gap and J.Crew for fall 2008, as in "Our new Tribeca menswear store will be curated," or "Colette will curate the Fifth Avenue store."

Ω OMEGA

Publication: OK! Weekly
 Date: December 15, 2008
 Product / Subject: Nicole Kidman/Constellation Quartz Mini
 Frequency: Weekly
 Circulation: 935,375



HOW TO LIVE LIKE...

NICOLE KIDMAN

From Nashville to Bora Bora, Australia's gorgeous ambassador keeps it real

HER COMFORT FOOD
 Nicole noshes on blackberry cobbler at Barbara's Home Cookin' in her new hometown of Franklin, Tenn., just outside Nashville.
662-794-7633

HER CLASSIC SCENT
 The Oscar winner wears Chanel No. 5 Eau Première fragrance.
chanel.com

HER MOTHER'S TOUCH
 The actress holds daughter Sunday Rose close with Serena & Lilly's Market Sling.
www.serena.com



HER TIME SAVER
 The Australia star keeps her schedule on track with Omega watches - she's a spokesperson.
shown in the Constellation Quartz Mini. [omegawatches.com](http://www.omegawatches.com)

\$5,000

HER MOVIE NIGHT
 She watches the Civil War love story *Gone With the Wind* every year.
amazon.com

\$59

HER LOVE NEST
 Nicole and country-singer hubby Keith Urban found honeymoon bliss at The St. Regis Bora Bora Resort.
price quoted for the Royal Suite, starwoodhotels.com
 —Jacqueline Gifford & Breana Egan

\$16,000 PER NIGHT

\$4



\$125



\$129



58 DECEMBER 15 2008

Ω OMEGA

Publication: Sports Illustrated
Date: December 29, 2008
Product / Subject: 2008 Olympics
Frequency: Weekly
Circulation: 3,260,964



THE IMPOSSIBLE FINISH Phelps (left) and Garrett Weber-Gale revere in Lezak's anchor leg: the greatest swim ever, by a most unlikely candidate.

The swimmer who had plunged into the pool almost .6 of a second ahead of him was Alain Bernard, a Frenchman whose absurdly broad shoulders and schoolgirl waist made him resemble an inverted triangle. Pretentious? *La?* One of the Four Frenchmen of the Apocalypse. Bernard reportedly said the week before they would "smash" the Yanks. At that moment Lezak was less in need of bulletin-board motivation than a coating of pixie dust, up against the anchor of a team that was favored to abort Phelps's eight-for-eight quest in just his second race. With 50 meters remaining Lezak had slipped to .82, about a body length, behind the man who, when the race began, was the world-record holder in the 100 free.

"As I'm flipping at the wall, I'm thinking There's no way I can catch the guy," Lezak recalled. "Typically I don't think when I'm in the water. I just swim. Not that day. I was thinking, Gotta get off the block, gotta get off the block, and then I'm thinking as I'm swimming the first 50, I really might have blown this."

Lezak still trailed by half a body length with 15 meters left, short of pool and hope. Then, brilliance. Spurred by a surge of adrenaline and a will forged by years of Olympic disappointment, desire exceeded fatigue. He inched closer and closer. Because the finish takes place below the water line, an event that might be the greatest thing you ever saw really is only half seen. When the swimmers wheeled to look at the scoreboard at the far end of the Water Cube, Lezak realized he had anchored first by .08. His split was 46.06, or 0.87 faster than anyone had ever navigated 100 meters in a pool. Astonishing.

As Tyree had deprived the Patriots of football history, Lezak had preserved swimming history for Phelps. "There's never been [an anchor swim] like that in my memory," U.S. coach Eddie Reese said that morning. "Not running down somebody who's holding the world record, who's on top of their game. . . . It has to be in the unbelievable category. That's the biggest word I know."

SO BEFORE we tuck all this back in that foot locker where we keep Willie Mays's over-the-shoulder catch and Tom Watson's chip-in on 17 at Pebble Beach and Christian Laetner's shot against Kentucky, take a last, longing look at all the things that left you slack-jawed. In a year of excellence unbound, of Tyree and Tiger, of Rafa and Roger, of an aptly named Bolt and a Phelpstian feat, there is also a place of honor for an uncommon swim by a common man.



Ω OMEGA



Publication: InSync Watches Magazine
Date: December, 2008
Product / Subject: Omega Olympic Undertaking
Frequency: Monthly
Circulation: 64,705

OLYMPIC UNDERTAKING

Beginning with the 1932 Olympics in Los Angeles, CA, Omega has been involved in precision timing for the games—including this year's Summer Olympics in Beijing—a mind-boggling total of 23 times. Since 1972, timekeeping at the Olympic Games has been provided under the name Swiss Timing or Swatch (both Swatch Group companies, as is Omega). However, Omega has always supplied its timing staff and equipment. For the 2006 Olympic Winter Games, Omega was once again designated with its historical title of Official Timekeeper—a position it will retain through the 2012 Olympic Games in London. As a prelude to this summer's Beijing Olympics, *InSync's* Keith Strandberg interviewed Christophe Berthaud, Olympic project manager for Omega, about the technology and logistics involved in timing the Olympic Games.



The Omega Pavilion, which opened August 4 on the Olympic Green in Beijing and Christophe Berthaud, Omega's Olympic Project Manager



Setting up a camera in advance of an Olympic row event: the starter's pistol, the components of the timing system that signals the start of a race.

How has timing technology advanced since the 2004 Olympic Games?

At every Olympiad, Omega introduces new timekeeping technology or refinements and new generations of existing equipment. This year is no exception. We used the ScanCVision Star cameras, the transponders and global positioning system (GPS). We also introduced a new high-speed video (HSV) recording system in swimming events which links four cameras and allows judges to have real-time views of the images captured by the cameras even while they are recording. It's possible to view the action recorded by all four cameras at once or to select any of them individually for a full-screen view. A range of new, refined virtual television services was in use at the Olympic Games in Beijing. Virtual graphics adapted specifically for the needs of athletics, swimming, rowing/canoeing and sailing allowed a broad array of information to be provided on-screen.

What is the approval process for these new technologies?

New technologies have to be approved by the International Olympic Committee and sanctioned by the International Sports Federation for any sport whose performance is measured by the technology. This communication goes two ways: when new rules are adopted in any of the Olympic disciplines, we have to be sure that our equipment can be adapted to meet any new requirements which might result from a rule change.

How much of the timing equipment is in place during construction, or is it only installed before the games begin?

All of the timekeeping and data handling equipment has to be installed before the games begin. The equipment—all 420 tons of it—belongs to us and has to be disassembled, packed and shipped back to Switzerland at the end of the games. The placement of

some items—for example, the giant scoreboards in the National "Bird's Nest" Stadium—takes place months in advance of the games due to their size and complexity.

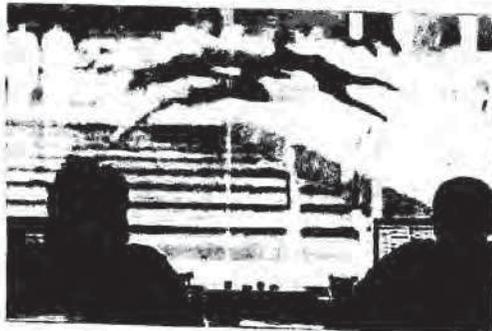
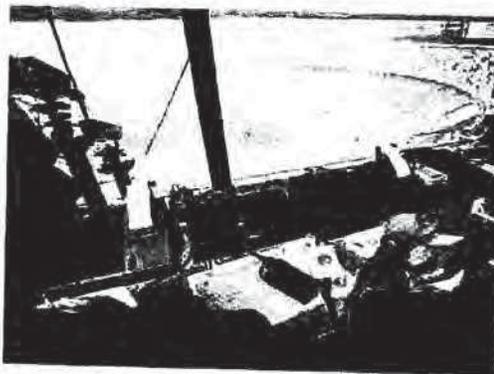
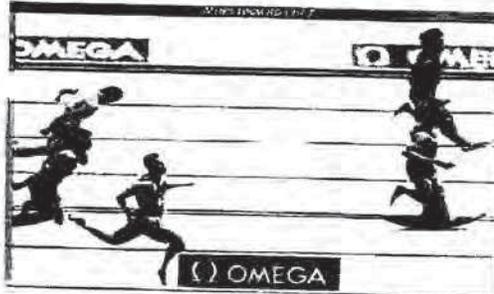
Are there any particular challenges for the Beijing Olympic? This year, the scoreboards displayed the results not only in English but also in Chinese. The complexity of Chinese pictographic characters means that the scoreboards must have higher resolution than was the case in the past. The huge scoreboards in the Bird's Nest weigh some eighteen tons each and, because it's impossible to get heavy machinery inside the stadium, they needed to be manually elevated and installed.

Can you tell me more about the devices that measure reaction time and are thus able to signal false starts?

When a runner is in a start position, his or her rear-positioned foot is placed against a pressure-sensitive starting block. The false start detector recognizes when the weight against the block goes over a certain level—28 kg for women and 32 kg for men. It has been determined that no athlete can react to a starting signal in less than one-tenth of a second. Therefore, if a runner starts either before the signal has been given or in less than a tenth of a second after the starting gun has been fired, he or she has "jumped the gun," and a false start is signaled.

Can you tell me more about the development of the swimming touch pad?

The touch pads are so widely used in competitive swimming events that it's hard to remember a time that they weren't part of timekeeping. A controversial decision at the 1960 Summer Games in Rome, the last Olympic competition ruled by Omega to be resolved with a human-eye decision, triggered the development of



An Omega photo-finish ScanO'Vision Star photofinish camera, which produces 2,000 images per second, timing with transponders at Beijing 2008; a rowing event timed using touchpads at each end of the pool.

the automatic touch pads, which allow a swimmer to stop his or her own time. They were first used in 1967 in the Pan-American Games in Winnipeg and saw their first Olympic action in Mexico City in 1968. In addition to virtually ending controversial results in swimming competitions, the touch pads eliminated the need to have three timekeepers per swimming lane at every event.

Can you give us more details on the new Omega photo-finish camera that was introduced this year? The newest generation of our photo-finish camera, the ScanO'Vision Star, records more than 2,000 images per second so there is a level of accuracy and precision absolutely unprecedented in sports time-keeping history. The resolution is also extremely high—it has a 2,048-pixel vertical line. This extraordinarily high resolution means that photo finish judges have access to higher zoom and more detail, which resulted in faster decisions even in especially tight finishes.

Are transponders the wave of the future for timing? Transponders are one of the technologies that will be playing an important role in future Olympic Games. They use radio frequency identification (RFID) that helps determine the relative positions of athletes, bicycles or boats during the events. The transponder devices are very small, so they can be attached to an athlete's shoelace in walking events or in the marathon, or they can be placed in a pocket on the number bib. They weigh less than nine grams so they are completely unobtrusive and won't affect athletic performance. Transponders will share the spotlight with lots of other timekeeping systems and processes.

How is GPS technology being used?

GPS technology plays an important role in sports timing. Omega uses it to monitor and display the relative positions of competitors in rowing as well as in canoeing and sailing events. A GPS associated to a radio-transmitter mounted on the boat sends precise GPS coordinates to Omega Timing professionals on shore. This information can be used in several applications: TV graphics (live and virtual animation), live race tracking on PDAs and the Internet and for automatic timing. The systems are sophisticated enough to allow the timekeepers to follow the results of multiple competitions taking place simultaneously.

Interview by Keith W. Strandberg, international editor. For more about Omega timekeeping technology telephone 800.766.6342 or visit www.omega.ch

THE INNER CIRCLE

A SERIES OF MULTINATIONAL organisations provides direct support, services or expertise for the staging of the Games through The Olympic Partner programme (TOP). It is managed and negotiated by the International Olympic Committee and also benefits National Olympic Committees. These are usually long-term relationships, with a commitment is four years.

From 2005 to 2008, TOP sponsors provided \$866m in financial support, goods and services. The IOC and the Olympic movement rely on the power of major worldwide brands to raise interest in and promote the spirit of the games, and to promote the Olympic brand.

ATOS ORIGIN

Information technology

Atos Origin has led the technology effort for the staging of the Games since 2002. It manages and integrates the contributions of all technology partners and suppliers. Together they aim to deliver seamless and secure technology operations and services that provide instant communications to athletes, spectators, organisers, officials, media, television viewers and internet users worldwide.



THE COCA-COLA COMPANY

Non-alcoholic beverages

Coca-Cola has supported the Olympic movement since 1928 and will continue to until at least 2020. It also works closely with National Olympic Committees to support athletes in about 190 countries. The campaign includes Chinese athletes Yao Ming and Liu Xiang.

GENERAL ELECTRIC COMPANY

Products and services

This diversified industrial group provides

a wide range of innovative products and services to the Games, including power, lighting, water treatment, security, transportation and modular space solutions at venues. At the National Stadium it has supplied a rainwater recycling system and filtration equipment, while at Fengtai Softball Field, it has provided solar-powered lighting. NBC Universal, a division of GE, is the exclusive US media partner of the Games.



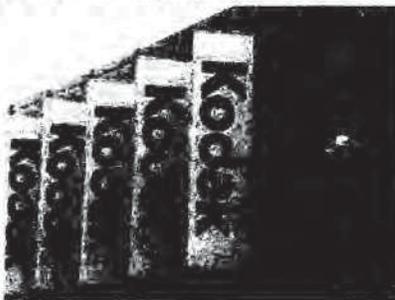
奥林匹克
 合作伙伴



JOHNSON & JOHNSON

Healthcare products

All of Johnson & Johnson's units - consumer products, pharmaceuticals, and medical devices and diagnostics - are involved in the Olympics. The Johnson & Johnson Beijing Science Centre is an official medical volunteer training centre, helping 80 Chinese physicians and 2,000 medical personnel prepare for the Games. The company also helps Olympic athletes to assess, evaluate and optimise the visual skills that are essential to sports performance, such as contrast sensitivity, depth perception and peripheral awareness.



KODAK

Film, photography and imaging

Kodak supported the first modern Olympic games in Athens in 1896 and has played a major role in capturing and presenting memorable images of Olympic history over the 27 Olympiads since. The



company will also provide diagnostic digital radiography services for all athletes at Beijing 2008 and will assist the IOC to conduct a first-ever dental study of 1,200 Olympic athletes.

LENOVO GROUP
Computing equipment

Chinese computer maker Lenovo is supplying the Games with 24,000 desktop computers, 800 notebook computers, 2,000 printers and 700 servers. Lenovo "champions" are sponsored athletes from across the world, including Liu Xiang. The company also sponsored the Olympic torch relay and designed "Cloud of Promise", the Olympic torch.

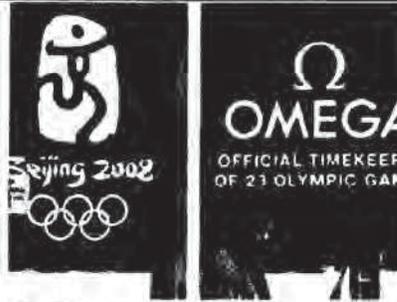
MANULIFE FINANCIAL
Life assurance/annuities

In 2004, Manulife Financial merged with John Hancock, a long-time supporter of the Olympic movement. Its "Bringing Dreams to Life" programme communicates the Olympic message across the 10 Asian countries and territories in which it operates. Its "Smiles" campaign aims to improve the lives of underprivileged, sick and needy children throughout the Asia region. It has set up 100 school libraries in poorer parts of China, housing over 46,000 books donated by staff, agents and customers.



MCDONALD'S
Retail food services

McDonald's has sponsored the Olympic Games since 1976. It will bring more than 200 children from across the world to experience the Beijing Games first-hand, meet athletes, visit the Olympic Village and interact with other children from across the globe. In collaboration with the IOC, it has created *The Lost Ring*, an alternate reality game, and a new global television commercial that celebrates the spirit of the Olympic movement.



OMEGA
Timing and results

The Swatch Group, which owns Omega, has provided timing for all but three Games, since Los Angeles in 1932. Omega provides watches, clocks, electronic timing, scoring and scoreboard systems and services. At Los Angeles 1932, Omega provided 30 handheld stopwatches; in Beijing, it will provide 450 professional timekeepers and data handlers, 1,000 local volunteers and 420 tonnes of equipment.

PANASONIC
Audio, TV and video equipment

As host broadcast equipment supplier, Matsushita Electric Industrial, under its Panasonic brand, provides televisions, digital video cameras and professional audio and video equipment. Beijing 2008 will be the first high-definition Olympic games and spectators will view a screen at the National Stadium that is 9.2m x 16.5m.

SAMSUNG
Wireless communication equipment

Samsung Electronics is providing 72,000 pieces of wireless telecommunications equipment to support operations on Olympic sites. Its Wireless Olympic Works service will give Games personnel news, weather, schedules, overall results, venues and biographies, as well as real-time intermediate and final results of events, medals won and rankings. The company has also provided a community messaging system to alert personnel of emergency status, schedule changes and announcements.

VISA INTERNATIONAL
Consumer payment systems

Visa sponsors both national teams and hundreds of individual athletes in a number of countries. This includes

mentoring programmes and partnership with the World Olympians Association. It has worked with more than 380 financial institutions in 66 countries to enable 3,000 cardholders and their partners to attend the Games. Thirty children from 18 countries will also attend as winners of an international art competition.

Rod Newing



INSIDE THE RINGS

The Timekeeper And the Gold Medalist

By JERÉ LONGMAN

BEIJING — After a week of arriving at the finish earlier than anyone else, Michael Phelps arrived fashionably late for a public appearance at the Omega Pavilion on Wednesday, grabbed a chocolate chip cookie on the sly and put his finger to his mouth, as if to hush any word that he was breaking training.

Phelps was clearly in a relaxed mood, his quest for eight gold medals having been achieved, but some find his relationship with Omega as troubling as it is cozy.

Omega is not only the official timekeeper of the Beijing Games. It is also one of Phelps's corporate sponsors, an arrangement that appears to be a conflict of interest.

The most visible athlete at these Games is getting a paycheck from the same company whose equipment decides the outcome of Phelps's events.

Most of the time, such a relationship probably would not draw much attention or concern. The Olympic timing system is a seemingly fail-safe, objective determination of the order of finish. In contrast with figure skating and gymnastics, there are no subjective votes made by judges in swimming.

But Phelps was involved in a disputed race last Saturday. Omega has declined to release underwater video images showing conclusively that Phelps won the 100-meter butterfly by a hundredth of a second over Milorad Cavic of Serbia, saying that swimming's world governing body, FINA, made the decision.

Whether it has anything to

Continued on Page D8

hide or not, Omega is needlessly leaving its own reputation — and Phelps's — vulnerable to suspicion, sports ethicists and historians said.

"Here we are in the situation in which the finish is questionable and the ultimate judge of truth is refusing to make public information that 'may' be nothing short of catastrophic for Phelps, Omega, Phelps's other sponsors and the Americans in general, who certainly do not want their wonder boy's amazing feat tarnished," David Malloy, a sports ethicist at the University of Regina in Saskatchewan, said in an e-mail message.

He added: "This issue may end up being very damaging to Phelps, Omega and the U.S.A. Sadly, it could have been avoided with careful thought and basic ethical advice."

Shortly after Saturday's disputed race, Alina Ivanescu, a spokeswoman for Omega, told The New York Times that the company would soon forward the video images to the news media. Later Saturday, though, Ivanescu sent an e-mail message saying that FINA decided not to release any timekeeping images to the news media.

"It is not up to us to decide," Ivanescu said Wednesday. "It's our job to provide the results. FINA decides what can be published or not. FINA said it was a no-go."

Omega, which has timed Olympic events since 1932, uses four digital cameras as a backup to its electronic timing system. Images from track events have routinely been released by Omega.

Christophe Berthaud, Omega's Olympic manager, said that there was no human intervention in the determining of race results and that there was "absolutely no doubt" that Phelps won.

"Omega provides the most accurate and reliable measurement system in the world," Berthaud said in an e-mail message. "The professionalism and independence of its teams are recognized by the highest authorities of sport."

Cornel Marculescu, executive director of FINA, could not be reached Wednesday. On Sunday, he told The Times that it was FINA's policy not to release race images. He also noted that Serbian officials had seen the images and had withdrawn their protest of the butterfly race, satisfied that Phelps had indeed won.

"We are not going to distribute footage," Marculescu said. "Everything is good. What are you going to do with the footage? See what the Serbians already saw? It is clarified for us beyond any doubt."

The International Olympic Committee said Wednesday that it would not press FINA or Omega to release the images.

"The result of the race as declared by the federation is final and the I.O.C. has no reason to question it," said Giselle Davies, a spokeswoman for the I.O.C.

Phelps was not made available for an interview. His agent, Peter Carlisle of Octagon, said he had no plans to ask for the release of the images. "That sort of stuff is an issue that FINA deals with," he said. "We don't get involved with what happens in the pool like that."

Carlisle said he did not see a conflict in Phelps's arrangement with Omega. "I don't see how the company decides the outcome of a race," he added.

The timing devices are operated and managed by Olympic officials at the Games, not by Omega, said Peter Roby, the athletic director at Northeastern in Boston and formerly the director of the university's Center for the Study of Sport in Society.

"Given that everyone participating in the swimming events was subject to the same timing technology, it seems to eliminate any impropriety," Roby said.

By standing on policy instead of openness, though, the I.O.C. and FINA seem to be trying to avoid having to defend themselves on every close decision at an Olympic event, said Kevin Wamsley, a historian at the International Center for Olympic Studies at the University of Western Ontario in Canada.

"It creates a lot of controversy



Page 1 of 2

whether it's necessary or not," Wamsley said in a telephone interview. "Those of us who like to see transparency in all decision making would like to have all the photos released. It gets rid of all doubts and the conflict of interest sitting there like the elephant in the room with the corporate sponsor."

Despite reforms enacted after the bribery scandal connected to Salt Lake City's bid to host the 2002 Winter Games, the Olympics remain awash in apparent conflicts of interest.

James Easton, an I.O.C. member from the United States, runs a sporting goods manufacturing company that has provided equipment for such Olympic sports as softball, hockey, archery and cycling. Mark Schubert, director of the United States national swim team, has a contract with Speedo, whose suits have helped swimmers set numerous world records this year. And Phelps is on the payroll of Omega, which timed his way to eight gold medals, including a disputed one.

"I think the stakes are high enough now that conflicts of interest are real," said Jay Coakley, a sports sociologist at the University of Colorado at Colorado Springs and the author of "Sports in Society: Issues and Controversies." "They ought to be regulated in some way. I would just as soon not have the sponsor of a particular athlete providing me with the split-second result. That seems to be a no-brainer."

OMEGA



EUROPEAN PRESSPHOTO AGENCY

Omega is a sponsor of Michael Phelps, a narrow winner in the 100-meter butterfly.

Ω OMEGA

HiLUXURY

Publication: HiLuxury

Date: April/May 2010

Product / Subject: Ambassador Story

Frequency: Bi-monthly

Circulation: N/A

Wie is still growing up, of course, and won't turn 21 until Oct. 11. But she's developed a balance between her golf career and personal life that has radiated in the way she carries herself and approaches life.

"I really feel comfortable in my own skin," Wie says. "I am able to be myself on and off the golf course, and it's wonderful. Part of growing up is figuring out who you are and who you want to become. I really feel as though I am in a great place in my life, and perhaps it shines through."

While she is indeed growing up, she's still growing into her lithe 6-foot-1 frame. Late last year she astonishingly described herself to *Sports Illustrated* magazine as a "klutz," after injuring an ankle by stepping in a hole on the course, then re-injuring the ankle in similar fashion and forcing an early end to her

BRANDING

Wie's distinctive fashion sense — she lists "black, bright pink, yellow and blue" as her favorite colors — shines through every time she steps onto a golf course, a walking, talking, fist-pumping model for Nike attire.

"I'm actively involved with the team at Nike to develop and provide feedback on their new products," she says. "I meet with their apparel and footwear designers to review new products, preview new collections and test innovative concepts."

She's discovered an artistic side in recent years too, posting some of her sketches and musings on her blog (ablackjamingo.blogspot.com). With an eye for innovation, a career in fashion design may loom in her future.



We became a brand ambassador for Omega watches in 2006. According to Omega CEO Stephen J. Juchart, "Even then, we could see her drive and determination. We have known for a long time not only that she's a golfer of rare ability, but a poised, intelligent woman." photo courtesy Omega

Publication: Architectural Digest
Date: August 2010
Product / Subject: Discoveries By Designers
Frequency: Monthly
Circulation: 2,552,151

Discoveries by Designers

ID's Editors Present Designers' Sources

For more shopping, log on to ArchitecturalDigest.com



Brunschwig & Fils

Burundi Ciel Velvet, a cotton blend from the Kirk Brummel Collection for Brunschwig & Fils (www.brunschwig.com; 800-538-1E80), suggests a jaguar's spots.

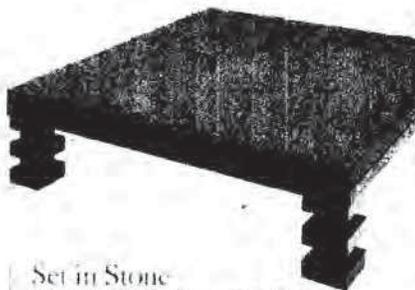
Chella Textiles

Named for the Venetian piazza, *San Marco* (www.chellatextiles.com; 805-560-8400) is a durable synthetic with a pattern based on the fabrics of Mariano Fortuny.

One to Watch

Just 18 of Omega's Skeletonized Tourbillon Co-Axial Platinum Limited Edition watches, \$280,000 each, will be made. Each timepiece is the product of a single maker (one of a select group of horologists the company called on for the project) who will devote up to 540 hours to completing it. He or she will engrave his or her initials on the finished watch, no two of which will be exactly alike.

Omega, 711 Fifth Ave. New York, NY 10022-212-207-3333

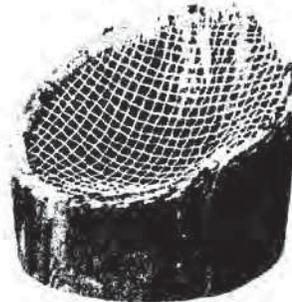


Set in Stone

A low table, \$9,350, by designer Shlomi Haziza features a top made of CaesarStone (www.caesarstone.com; 877-978-2789). The piece also comes with tops from the firm's Conetto range—composed of semiprecious stone.

Lingua Franca

Furniture by Brazilian designer Hugo França (www.hugofranca.com.br), such as the Gimbya chair, \$22,000, is a favorite of architect Marcot Bertoldi's. His work is at R 20th Century (www.r20thcentury.com) in the U.S.



Surf's Up

Kaui, Hawaii-based surfing legend Bill Hamilton (www.billhamiltonsurfboards.com; 808-639-3493) is also a legendary surfboard maker. Among his creations is a board, \$5,000, featuring a design by Australian artist Tony Harr

continued on

Ω
OMEGA

GARDEN GUN

Publication: Garden & Gun
Date: August/September, 2010
Product / Subject: Air Time
Frequency: Bi-Monthly
Circulation: 651,753

Air Time
Blackspur watches that turn up the jets.

Chronospace
\$4,260, bretime.com

TX600 Series Pilot
Fly Back Chronograph
\$575, wks.com

Speedmaster GMT
Solar Impulse
\$7950, omegawatches.com

BR03-92
\$3,500, bullres.com

OSA 002926

Publication: Pilot Mag
Date: December 4, 2010
Product / Subject:
Frequency: Bi-monthly
Circulation: 1,500

PILOT WATCHES



BREITLING CHRONOSPACE

In 125 years, Breitling has launched a number of stellar models favored for pilots, including the famous Navitimer with its circular slide rule capable of handling all the essential calculations relating to airborne navigation. Today, the privileged partner of aviators is pursuing this tradition with a new model that draws open the full potential of cutting-edge electronics.

Designed for intensive professional use, the Chronospace boasts an impressive array of functions that are useful to pilots: 1:1000h of a second chronograph with split times, a alarm, countdown, dual time zone display with independent alarm, 24-hour military time, Coordinated Universal Time (UTC), perpetual calendar – all powered by a chronometer-certified Breitling SuperQuartz™ movement that is ten times more accurate than an ordinary quartz caliber. To guarantee optimal readability by day and night, the LCD screens are equipped with a high-performance NVG-compatible backlighting system. The double caseback is designed to amplify sound signals up to a level of 90 decibels. The Chronospace is available on various wristbands, including a new choice in satin brushed, seven steel with a triple-strap track, and a sporty-looking perforated rubber strap.

**OMEGA SPEEDMASTER MOONWATCH
"APOLLO-SOYUZ" LIMITED EDITION**

Launched this year, the Apollo-Soyuz marks the latest evolution in OMEGA's iconic Moonwatch. The timepiece commemorates the 35th anniversary of the historic meeting between the Apollo spacecraft and the Soyuz 19 in 1975 with a limited edition watch that has a greater detail, including a dial made of meteorite.

On July 17, 1975, the two spacecraft representing these former adversaries docked and the three astronauts and two cosmonauts met in the middle where they shook hands, exchanged gifts and took a drink of each other as they orbited the Earth. Both the Soyuz and Apollo crews were equipped with OMEGA Speedmaster Professional wristwatches.

While the Apollo-Soyuz mission is best remembered for its political significance, it also resulted in some major technological achievements as neither of the spacecraft, which were completely different from each other, had been built for the purpose of docking.



Ω OMEGA



Publication: International Watch
Date: December 2010
Product / Subject: Ladymatic
Frequency: Monthly
Circulation: 55,000



Nicole Kidman wearing Ladymatic.

The diamond version Ladymatic watches feature snow-set diamonds.

automatic *Chic*

••• With help, Omega blends future and past in new Ladymatic collection •••

Ω OMEGA



Publication: International Watch
Date: December 2010
Product / Subject: Ladymatic
Frequency: Monthly
Circulation: 55,000



Ladymatic bracelets are patented with asymmetrical links that taper to parallel links.

Omega's revitalized Ladymatic series of mechanical watches was two years in the design and development stages. It uses a name from the brand's archives that dates back to 1955, but that's all that is retro about this series. Everything else is brand new.

To launch the line, Omega turned to brand ambassador Nicole Kidman – the face behind the feminine but strong line. The award-winning Kidman walked a runway during Omega's Beijing launch of the Ladymatic wearing a stunning diamond-adorned version. Posters and ads with her wearing various styles of the Ladymatic watches

are appearing internationally as part of the global premiere of the line.

"I love diamonds, they are my favorite stone, so the diamond version is especially easy for me to wear," quips Kidman. But on a serious note, she contends that what makes this line so special is the fact that "it's not just a men's line that they made smaller for women; it is a true women's line."

The late Nicholas G. Hayek had the foresight to insist in 2008 the brand build a mechanical watch line for ladies. According to Jean-Claude Monachon, Omega's vice president and head of product development, Hayek's only di-

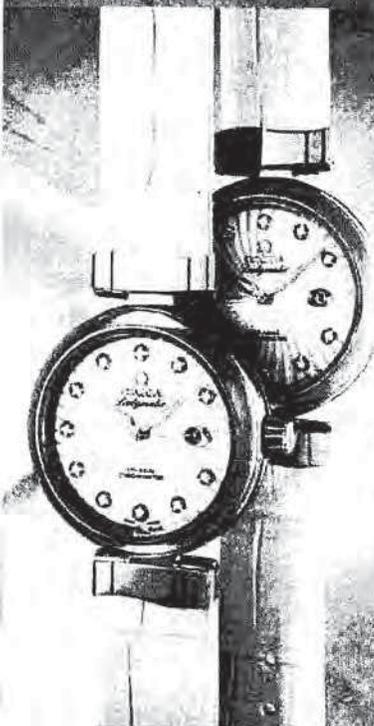
rectives were that they utilize the Co-Axial 8520 movement – and be daring.

Monachon admitted that at first they searched the brand's archives looking for a design on which to base the line, but couldn't find anything fashion-forward enough to run with. So they essentially started from scratch. Omega's designers were inspired by the ocean's waves, considering that the undulating lines offered femininity and harmony. Then, for high-tech fusion, they added a ceramic ring to the case, which is offered in either steel or yellow or rose gold. The end result is a blend of state-of-the-art mechanics, high-tech materials and haute fashion.

Publication: International Watch
Date: December 2010
Product / Subject: Ladymatic
Frequency: Monthly
Circulation: 55,000



These small but big things are made by Patek Calatrava in a behind-the-scenes detail.



Ladymatic has a transparent case back.

Names

The next step in the equation was naming the series. At first the brand considered the Hour Wave, but it didn't translate well in all languages.

"Once again we went back to our archives," says Monachon. The brand found what they felt was the perfect name in a series first launched 55 years ago: the Ladymatic.

Unveiled to the world in 1955, the Ladymatic of its time was a mechanical watch line that fast became a strong seller. According to Monachon, that series also had grand personality. "We knew Ladymatic was always going to be a mechanical line and always a ladies' line, so we went with that."

There are 38 models in the premiere collection - each of which is a COSC-certified chronometer. Models are available with or without diamonds on the dial or case. All are powered by the 20-mm Omega Co-Axial caliber

8520/8521 escapement, which is equipped with the exclusive Si 14 silicon balance spring. The Ladymatic line offers 50 hours of power reserve, is water resistant to 100 meters and features a transparent case back for viewing the self-winding movement. The collection is backed by a four-year warranty.

While there is an alligator strap version, the three-row link bracelet version is alluring with its patented asymmetrical links that then ebb into symmetry for ultra beauty. The Ladymatic line ranges in price from \$6,000 to \$33,500.

"We already have a significant number of women buyers of our brand," says Omega president Stephen Urquhart. "Maybe the sales are fifty percent to men and fifty percent to women, so we didn't do this to attract more women; we did this to attract a more sophisticated woman, one who wants a beautiful, strong mechanical watch." ©

Ω OMEGA

Publication: *Ebony*
 Date: September 2011
 Product / Subject: Seamaster Planet Ocean
 Watch Style: 232.30.46.51.01.001
 Frequency: Monthly
 Circulation: 997,173



STYLE *Tastemaker*

She Says...



EVERYDAY ACCESSORY:
 My father's Omega Seamaster Watch, Omega Seamaster Planet Ocean Chronograph. (\$7,900; 212-207-3333)



BEAUTY MUST-HAVE:
 Carol's Daughter Hair Milk Collection. (\$67.50 for set; carolsdaughter.com)

PRIZED POSSESSION:
 My vintage Duro Olowu dresses. I was never privileged enough to get off the very long waiting list for one of his dresses before I met him. Now I have a beautiful well-archived collection.



STYLE ICON:
 Roxie Parker was for me, at 10 years old, the epitome of chic, culturally infected elegance.



MY LIFE'S WORK: We as an institution are focused on presenting, preserving, interpreting and collecting the works of artists of African descent. That mission is profound and powerful.

ON HEAVY ROTATION: I'll mix opera singer Leon-tyne Price with trenchtown reggae and some old-school soul (such as) Nina Simone.

EVERYDAY SHOE:
 Converse Trainers.



He Says...

FRAGRANCE OF CHOICE: I like my wife's perfums. It's Carnal Flower by Frédéric Malle. (\$215; editions-deparfums.com)



TOP TRAVEL DESTINATION: I'm a bit obsessed with Cairo. Where else in the world can you drive for 20 minutes and then approach a pyramid? It leaves you gobsmacked.



STYLE ICON: I admire great people who combine stylishness with astute intellect. Whether it is political or creative, I've always thought they go hand in hand.



INDULGENCE: I love Italian food and I love French food. I love soul food, but Nigerian food—plantains in particular—I can never resist that.

DATE-NIGHT FILM: *For Love or Hy*—it's one of our favorites.

SIGNATURE DRINK:
 A glass of Barolo is always good.



Thelma Golden & Duro Olowu

SHE IS THE DIRECTOR and chief curator of the Studio Museum in Harlem whose name echoes throughout elite art circles. He is a London-based Nigerian-Jamaican fashion designer whose signature ethnic prints and stately silhouettes outfit A-listers. From across the Atlantic, between homes in Harlem and Notting Hill, the power couple nurtures their romance with at least five phone calls a day and a shared love of international culture. Here's a peek inside their world, where art and fashion collide.

Ω OMEGA

Publication: C, California Style Magazine for Men

Date: Fall 2011

Product / Subject: South Coast Plaza Boutique Opening and Planet Ocean

Watch Style: 232.30.42.21.01.002

Frequency: Monthly

Circulation: 100,000



style



Dream Weavers

Follow the shadows in the two-minute short film from SF-based photographer/director **Andrew Paynter** in collaboration with designer **Phillip Lim**. Shot in Palm Springs, *Weavers* is a nod to the influence of hip and tapestry making in Lim's fall men's collection. Paynter's experience outside the world of fashion and fascination with graphic lines and architecture proved to be a perfect fit. 3philiplim.com

LOS ANGELES

REACH BOYS Wearing **Warriors of Rodness** tees, pullovers and slouchy pants is like listening to those perfect songs of an endless summer; you'll want them on all season long. warriorsofrodness.com

Tail shorts, \$104,
and printed
T-shirt, \$48.



COSTA MESA

Space Invader

Perfect timing. Snap on a new look—be it a cobalt stainless steel, horn or a sperry rubber band complete with white stitching detailing—when Swiss watchmaker **Omega** opens this fall at **South Coast Plaza**, 3333 Bristol St., Costa Mesa, 92626-6001. omegawatches.com



Stainless steel watch, \$5,800.

STEEL APPEAL

Thom Browne in collaboration with fabricator **ENTR** creates sleek 3D years of class and carriage from the 1950s through the 80s with his new eyewear collection. Mixing metal, plastic and leather, Browne takes his steam-punk inspired trip for this uncommon fall. thombrowne.com



Titanium sunglasses, \$1,000.

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PHOTO: ANDREW PAYNTER; HAIR: STEVE AND SUE; MAKEUP: JESSICA

Ω OMEGA

Publication: Harper's Bazaar
 Date: April 2012
 Product / Subject: Seamaster Aqua Terra Quartz
 Watch Style: 231.10.39.61.02.001
 Frequency: Monthly
 Circulation: 744,038



Wish LIST

An insider's essentials



1
Geometric jewels
Eddie Borgo bracelets, \$280 each
eddieborgo.com



2
One for the money
Hugoboss watch, \$275
and \$41,450



3
Haute home
Hugoboss briefcase, \$1,200
theperfectone.com



4
Statement shoe
Armani shoes, \$1,200
armani.com



SARAH RUTSON
Lane Crawford's fashion director shares her favorite things



5
On time
Omega watch, \$2,700
212.207.3333



6
Jeans coding
J Brand jeans, \$110-\$180
jbrandjeans.com



7
High roller
Rimowa roller bag, \$400
rimowa.com

SARAH RUTSON

Lane Crawford's fashion director shares her favorite things

- 1 THE JEWELRY Eddie Borgo bracelets
- 2 THE WALLET Hugoboss
- 3 THE WATCH An Omega Seamaster—merits on
- 4 THE JEANS J Brand
- 5 THE DECOR A Per Hen low table
- 6 THE SHOES Always Alaïa for heels, Golden Goose for sneakers, and Taping Simone for pointed flats
- 7 THE LUGGAGE Rimowa

MORE OBSESSIONS:
JACKET Motorcycle jackets—my current favorites are from Céline
BEACH Deep Water Bay, Hanoi, Korea. It doesn't hurt that my office looks right on to the beach.
MORNING LIFESAVER Coffee, tea, green juice—I can't get out of bed without a cup of English breakfast tea.
RESTAURANT The Ivy in London
CAFE Timoteo, an Italian cafe in New York City
AFTERNOON TREAT It must be sweet, preferably a salty-kissed doughnut
CAR Road of any kind—obsessed!
BEAUTY PRODUCT "Kiss It Up" by Estée Lauder
STYLIST Just Ined Chamberlain of Chamberlain & Co. in New York. He has done my hair and coat for 18 years and is a great confidant.
FRAGRANCE The Madamemoire by Jo Malone
HAIR POLISH Deborah's pomade
 Nikes, drive on my toes, and a Shanghai restaurant weekly. ■

PHOTOS: JEFFREY MAYER/GETTY IMAGES; J BRAND; HUGOBOSS; EDDIE BORGO; ARMANI; RIMOWA

Ω OMEGA

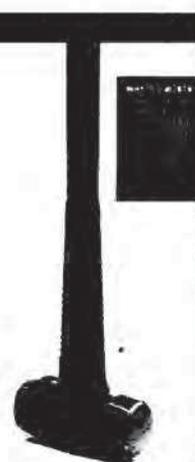
Publication: Men's Journal
 Date: March 2012
 Product / Subject: Speedmaster Professional Moonwatch
 Watch Style: 3570.5000
 Frequency: Monthly
 Circulation: 724,854





A WATCH THAT WILL NEVER GO OUT OF STYLE. PERIOD.

Designer **Ray Bull**'s minimalist watch for Jungfrau is unchanged from its 1932 specs and powered by a Swiss-made automatic movement. It's an on-again, off-again gem (\$230, [moonwatch.com](#)). The tough vintage **Rolex Submariner**—discovered in 1977—has subdued style, will only drop in value, and will look great on your grandpa's wrist (\$7,600, [parklandford.com](#)). **Top Gear's Carrera** boasts an automatic Swiss movement and has been a favorite of soccer drivers since 1964 (\$2,590, [savagekareer.com](#)). The **Times Lampo** has a proven track record in 90 years, whether it's got at least 90 more (\$25, [times.com](#)). The **Omega Speedmaster Professional** has been on every manned NASA mission: its manually wound movement and low-life crystal date disk even farther, making it one of the most resilient tools on planet Earth—and beyond (\$4,500, [omega.com](#)).



A STRESS REDUCER

Whether it's an old stud or a crumbling retaining wall, you never know when something will need demolishing. The **Wilson Sledgehammer** is ready with a choice of solid bright-green heads from 2.5 pounds to 20 pounds. The handle is made with a steel rod core and ergonomic rubber to reduce hand-numbing vibrations and prevent it from snapping. From \$20, [wilson.com](#)



A PROPER HOME FOR YOUR TOOLS

The boxes house the instruments that transform your home, so don't buy one that looks like it belongs in your kid's toy chest. Our choice? The **DeWalt DWBT34070**. The 24-inch-wide box's bottom arranges hand tools in top-grade hardware. It can carry up to 75 pounds but weighs 7.41 empty, thanks to still-sturdy resin walls. \$25, [amazon.com](#)

MARCH 2012 \$9 MEN'S JOURNAL

Ω OMEGA

Publication: O, The Oprah Magazine

Date: May 2012

Product / Subject: Seamaster Planet Ocean

Watch Style: 232.32.38.20.04.001

Frequency: Monthly

Circulation: 2,461,464



Feather

Omega's feather technology ensures the precision (and wear resistance) of a watch movement for a lifetime (Omega \$2,800)

A dark, sophisticated palette in black and ultramarine (Omega \$1,800)

With a white dial, white case and bracelet, it's the perfect choice for a sophisticated look (Omega \$1,800)

The perfect accent for casual looks: a stainless steel case with a rubber strap and sapphire face (Omega \$1,200)

All day, it dazzles with the fun and technical (Omega \$1,800)

With a sapphire crystal case and sapphire coated dial, the case is clear enough for evening cocktails (Omega \$1,800)

Pair with a stack of other bracelets (Omega \$1,800)

With a sapphire crystal case and sapphire coated dial, the case is clear enough for evening cocktails (Omega \$1,800)

Polished steel and white ceramic case the classic look that never goes out of style (Omega \$1,800)

With a sapphire crystal case and sapphire coated dial, the case is clear enough for evening cocktails (Omega \$1,800)

With a sapphire crystal case and sapphire coated dial, the case is clear enough for evening cocktails (Omega \$1,800)

With a sapphire crystal case and sapphire coated dial, the case is clear enough for evening cocktails (Omega \$1,800)

Look What We Found!
Sporty white watches are a fresh alternative to black and metallics.

THE OMEGA CO. MAY 2012

PHOTOGRAPH BY JOFFREY WALTERS