



## PRESS REVIEW 2012 - 2/2

### EVENTS

#### HYT

##### Wins the Innovation Watch prize

In its first year of participation, the Bienne-based brand HYT won the vote from the international jury at the 2012 GPHG (Geneva's Grand Prix d'Horlogerie) with the H1 Titanium Black DLC in the Watch Innovation Prize category. HYT's 'Hydro Mechanical Horologists' had the edge on the stunning preselected watches competing in the same category as its H1 fluidic hour concept.

"We are very proud of our technology as we have turned utopia into reality — by mixing mechanics and liquid within a wristwatch, we have in fact united two worlds that are supposedly diametrically opposed, and the door is open to many new developments," said Vincent Perriard, CEO of HYT.

The challenge could only be met by combining know-how and research from areas as diverse as the aerospace, technical-medical and watch industries.

The 12<sup>th</sup> Edition of the GPHG was held in the Grand Theatre de Genève on November 15, 2012, and celebrated watchmaking as the 12<sup>th</sup> Art.



#### A. Lange & Söhne

##### Opens Middle East flagship store

Following the recent announcement of the opening of A. Lange & Söhne's first Middle Eastern boutique at Etihad Towers in Abu Dhabi, the Saxon watchmaking expert has launched its second stand-alone foray in the UAE. The boutique is located in the world's biggest mall — The Dubai Mall. It is A. Lange & Söhne's regional flagship store, as well as the largest in the world.

Close to 2,000 sq ft in size, the space offers visitors fascinating insights into the realm of precision watchmaking by the pioneers of horological excellence. "Dubai was a natural location for us to choose when selecting a city for our flagship boutique in the UAE; it is a business hub as well as an international tourism and shopping destination," said Wilhelm Schmid, CEO of A. Lange & Söhne.

#### Edox

##### Meet the official timekeeper of the 2013 Dakar Rally

Swiss Jura-based watchmaker Edox is the official timekeeper of the 2013 Dakar Rally. Founded in 1979 by Frenchman Thierry Sabine, the Dakar Rally is the greatest rally raid and human endurance contest in the world. The 2013 race will take place in Peru, Argentina and Chile, attracting close to 740 competitors across all categories (car, truck and motorbike).

Edox presents the Chronodakar Limited Edition, a watch with just 200 pieces, and it sets the standard for the forthcoming collection of timepieces bearing the renowned Touareg logo. This new off-road challenger boasts a wealth of car-like attributes: powered by a robust chronograph movement, measuring a generous 45mm in diameter, and most ingenious of all, 'start' and 'stop' pushers that recall engine functions.



PRESS REVIEW  
2012 - 2/2

## HYT H1

CONCEPT WATCH OF THE YEAR (SHARED)

To create a liquid indication of time that is small, wearable and multi-purpose, HYT embarked on a completely new idea: using two flexible reservoirs at each end of a capillary tube.

The system is sealed, with each reservoir containing a liquid of a different colour that doesn't intermingle. Compressing the first reservoir sends its liquid along the capillary tube to show the time, while the other liquid fills the second reservoir. The two fluids are separated by the positive and negative polarities of the molecules of each that keeps them apart like magnetic repulsion. There's no need for a piston in the tube. Issues of power supply and space are thus resolved.

The basic concept of the future H1 was born. The two reservoirs are at 6 o'clock. When one is emptied, the other fills, and vice-versa, are moving the liquid along the tube. As the time goes by, the fluorescent liquid advances. The crescent shaped meniscus between the two liquids shows the hour. When the fluorescent liquid gets to 18:00 hours, it flows back to its original position.



### Jury Speak

**Moisture is the greatest enemy of a watch. And here you have a watch using water to tell time. Very mindboggling.**