

WRISTWATCH ANNUAL

2011

*The Catalog of Producers,
Prices, Models, & Specifications*



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Website:
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Founded:
2004

Number of employees:
18

Annual production:
2,000–3,000

Distribution:
retail

Most important collections / price range:
SP-1 (\$3,800–\$90,000) /
Xtreme-1 (\$2,250–\$4,000)

Remarks:
See page 380 for US distributors.

Azimuth



Azimuth started with a thought—a contemplation—which led the two young founders, Christopher Long and Alvin Lye, to the mathematical term defining the arc of a horizon from a reference point. *Azimuth* is a word of Arabic origin meaning “the route taken by a traveler” or even “the way.” It is a term, and indeed a concept, used mainly by astrologers, navigators, and the military—precisely the same sort of people who have placed great stock in timekeeping and accurate timekeepers over the years. Long and Lye took a very special way indeed.

Azimuth fans are creative thinkers themselves who appreciate the company’s unusual, genuinely innovative timepieces—some known internally as “concept watches.” There is Mr. Roboto, a tongue-in-cheek statement about the at times farcical state of the modern mechanical watch industry. The SP-1 Mekanique Spaceship and its adventurous mix of displays, powered by a highly modified ETA Unitas caliber 6497, feature a realistic rendition of the Earth which makes one complete rotation every sixty seconds where the subsidiary seconds display would usually be. The secret gambler can depress the die-shaped crown of the SP-1 Roulette to send what should be a second hand zooming around the dial. As for that bump on the horizon of 2011, it appears to be the turret of the SP-1 Landship or Tank Watch. By the way, these watches also tell the time—accurately.



SP-1 Roulette

Reference number: ROU-1

Movement: automatic, ETA 2842-2

Functions: hours, minutes, seconds; roulette game activated by depressing crown

Case: stainless steel, ø 35 mm, height 15.1 mm; 55 mm lug to lug length; domed sapphire crystal; water-resistant to 5 atm

Band: 22 mm black strap with red stitching

Price: \$3,400, limited edition of 500 pieces



SP-1 Spaceship Stone

Reference number: SP-1 Stone

Movement: automatic, manual winding, Unitas 6497-1; côtes de Genève decoration and blued screws

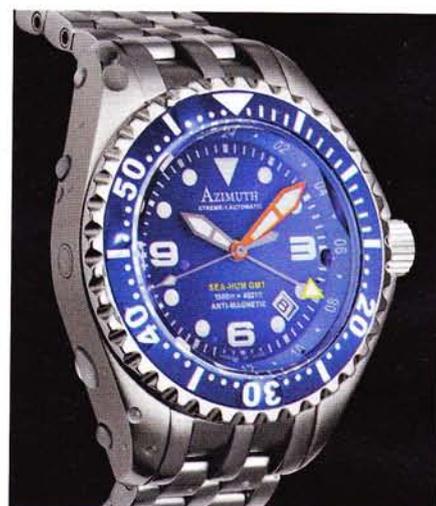
Functions: hours, minutes, seconds; mysterious jumping hour on a 3-dimensional titanium minute hand

Case: stainless steel, ø 45 mm, height 15.3 mm; domed sapphire crystal; blue stone dial with SuperLumiNova markers; water-resistant to 3 atm

Band: 22 mm rubber strap

Remarks: world’s first space concept watch

Price: \$5,800



Xtreme-1 Sea-Hum GMT

Reference number: Sea-Hum GMT

Movement: automatic, modified ETA 2836-2

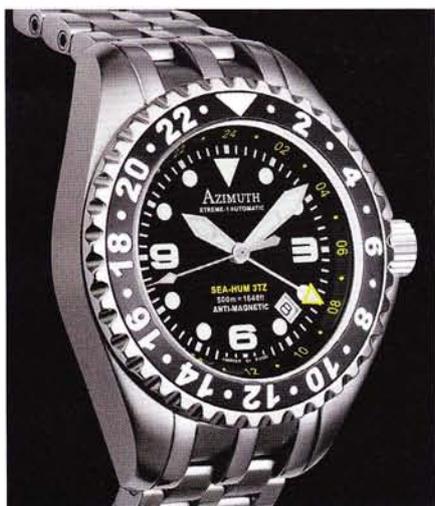
Functions: hours, minutes, seconds; GMT function set independently via winding crown

Case: stainless steel, ø 45 mm; helium gas escapement valve (HEV); unidirectional rotating bezel with LumiNova elapsed dive-time markings; antimagnetic cover; screwed-down crown; domed sapphire crystal with antireflective coating; water-resistant to 150 atm

Band: stainless steel bracelet or 22 mm rubber strap

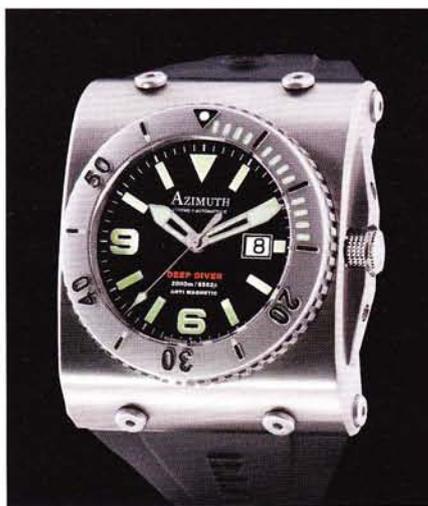
Price: \$2,650

Variations: available in a black or blue dial



Xtreme-1 Sea-Hum 3TZ

Reference number: Sea-Hum 3TZ
Movement: automatic, ETA 2836-2
Functions: hours, minutes, seconds; GMT function set independently via winding crown
Case: stainless steel, ø 45 mm; antimagnetic cover; bidirectional rotating bezel with LumiNova 24-hour markings; screwed-down crown; flat sapphire crystal with antireflective coating; water-resistant to 5 atm
Band: stainless steel bracelet or 22 mm rubber strap
Price: \$2,350
Variations: available in a black or blue dial



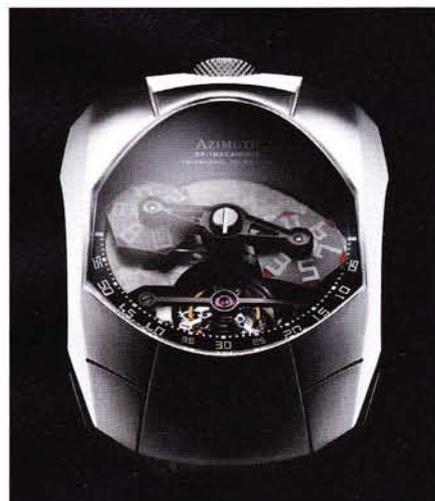
Xtreme-1 Deep Diver

Reference number: Deep Diver
Movement: ETA 2826-2; automatic winding encapsulated in a movement capsule
Functions: hours, minutes, seconds; big date mechanism
Case: titanium, 46 x 56.5 mm; helium gas escapement valve (HEV); unidirectional rotating bezel with LumiNova elapsed dive-time markings; antimagnetic cover; domed sapphire crystal with antireflective coating; water-resistant to 200 atm
Band: 30 mm rubber strap
Price: \$4,250



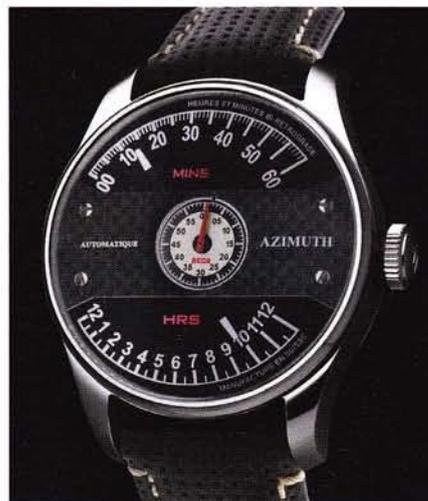
Militare-1 Officer Squelette Art Deco

Reference number: SKEL-1S
Movement: Unitas 6498 in elaborate skeletonized execution
Functions: hours, minutes, seconds
Case: stainless steel with polished bezel, ø 47 mm, height 12.3 mm; rose gold dial in traditional 19th-century pocket watch style; blued steel hands; sapphire crystal; water-resistant to 3 bar
Band: 22 mm black crocodile strap
Price: \$4,400
Variations: available in rose gold (SKEL-2R) on a 22 mm brown crocodile strap



SP-1 Twin Barrel Tourbillon

Reference number: TBT-1
Movement: manual wind tourbillon, twin barrel 5-day power reserve
Functions: hours, minutes, seconds; specially modified twin-disc jumping hour system on a 3-dimensional minute hand
Case: titanium with carbon fiber inserts at sides, 45 x 50 mm, height 18.3 mm; domed sapphire crystal; water-resistant to 5 bar
Band: 24 mm special interwoven black fiber strap
Price: \$89,000, limited edition of 25 pieces



Round-1 Heures et Minutes Bi-Retrograde

Reference number: HMBR (SW)
Movement: ETA 2836-2 modified to heures et minutes bi-complication
Functions: hours, minutes, seconds
Case: stainless steel, ø 42 mm, height 15.2 mm; domed sapphire crystal; 2-layer dial with carbon fiber top; water-resistant to 3 bar
Band: 22 mm perforated leather strap with contrasting color stitching
Price: \$5,100
Variations: available with orange numbers and both dials available with a PVD case (\$5,300)



Militare-1 Vintage B-UHR 48MM Standard

Reference number: 48 B-UHR (S)
Movement: exclusively modified Unitas 6497-1; côtes de Genève finishing and blued screws
Functions: hours, minutes, seconds; in-house modification to center seconds
Case: stainless steel, ø 48 mm, height 15.8 mm; transparent case back; domed sapphire crystal; water-resistant to 3 bar
Band: leather strap with white stitching and rivets
Price: \$4,400
Variations: also available in an inner hour dial 48 B-UHR (I)