

TIMEWERKE

THE IN-DEPTH ISSUE

THE ART OF TIME

HOW TO WATCH OVER
YOUR PATEK PHILIPPE

CAUGHT IN THE ACT:
CEOs AT PLAY?

THE BVLGARI TOUR

BUCHERER'S
RED ALERT

THE LOUIS VUITTON
MYSTERY UNCOVERED

CHRONOSWISS &
THE LANGUAGE OF TIME

BREGUET AT THE LOUVRE

REVEALED: WHAT WE DIDN'T
KNOW ABOUT TIGER WOODS

BREITLING'S MAGNETIC TOUCH

IWC's HAND IN DIVING WATCHES

SINCERE WATCH ACADEMY PRESENTS: TIMEKEEPING'S

WARRIORS OF DEPTH

IWC Aquatimer
Deep Two



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KON PPS 1605/09/2010 (G285 17)

MCA/19095/07/2009



AZIMUTH

fabriqué en suisse

AVANT-GARDE COMPLICATIONS

www.azimuthwatch.com

SINGAPORE EXCLUSIVE BOUTIQUE: Mandarin Gallery, Orchard Road #02-20 T +65 6736 1766
SINGAPORE HEAD OFFICE & SERVICE CENTRE: AZIMUTH WATCH CO. 52 Taman Warna T +65 6557 0057
RETAILER: BEZEL Wheelock Place T +65 6738 1221, Raffles City Shopping Centre T +65 6333 5833
KRASNAYA, The Watch Art Gallery, ION Orchard #B3-03

MALAYSIA EXCLUSIVE BOUTIQUE: Starhill Gallery, Explore Floor, T +603 2144 8997
MALAYSIA RETAILERS: Hang Thai Watch (PJ) T +603 7874 9737, Hang Thai Watch (Bangsar) T +603 2282 8832
Chung Fatt Kee T +608 8255 341, Tai Hing(Johor Jaya) T +07 3546807



DESIRED SINCE YOUNG

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Mr. Roboto

411-08MR. ROBOTO

MISSION 3: GATHER EVIDENCE OF CEOS PLAYING DURING WORKING HOURS

WHERE: SINGAPORE

WHEN: EARLY 2010

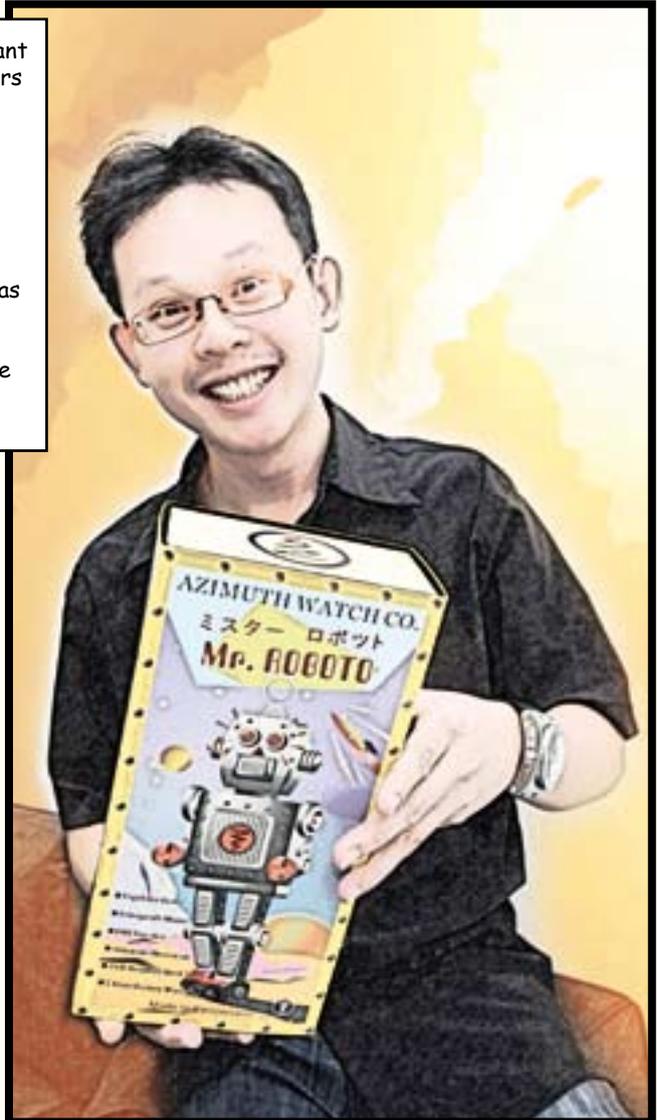
By far, the most damning revelation came from an informant based in Singapore. Our mole reveals that both co-founders of the brand known as Azimuth blatantly play with toys during working hours. "They actually ship toys packaged under the Azimuth Watch Co branding!" our informant discloses in his coded text message to us.

This we had to see with our very own eyes. We contact Azimuth and the two founders, Alvin Lye and Christopher Long, agree to meet us at their office. It was a good sign as we could perhaps kill two birds with one stone.

"Toy box packaging? Yeah! You mean this?" asks Long as he takes out a rather large box containing what is known as "Mr Roboto". His openness takes us by surprise.



"Mr Roboto? Check out this toy robot we made as a gift. Even its hands can move. See, it even has an affinity for our new Xtreme-1 Deep Diver watch!" Lye remarks excitedly as he playfully sets the robot atop his watch. "Meet our creations in the flesh, err, metal," he jokes.

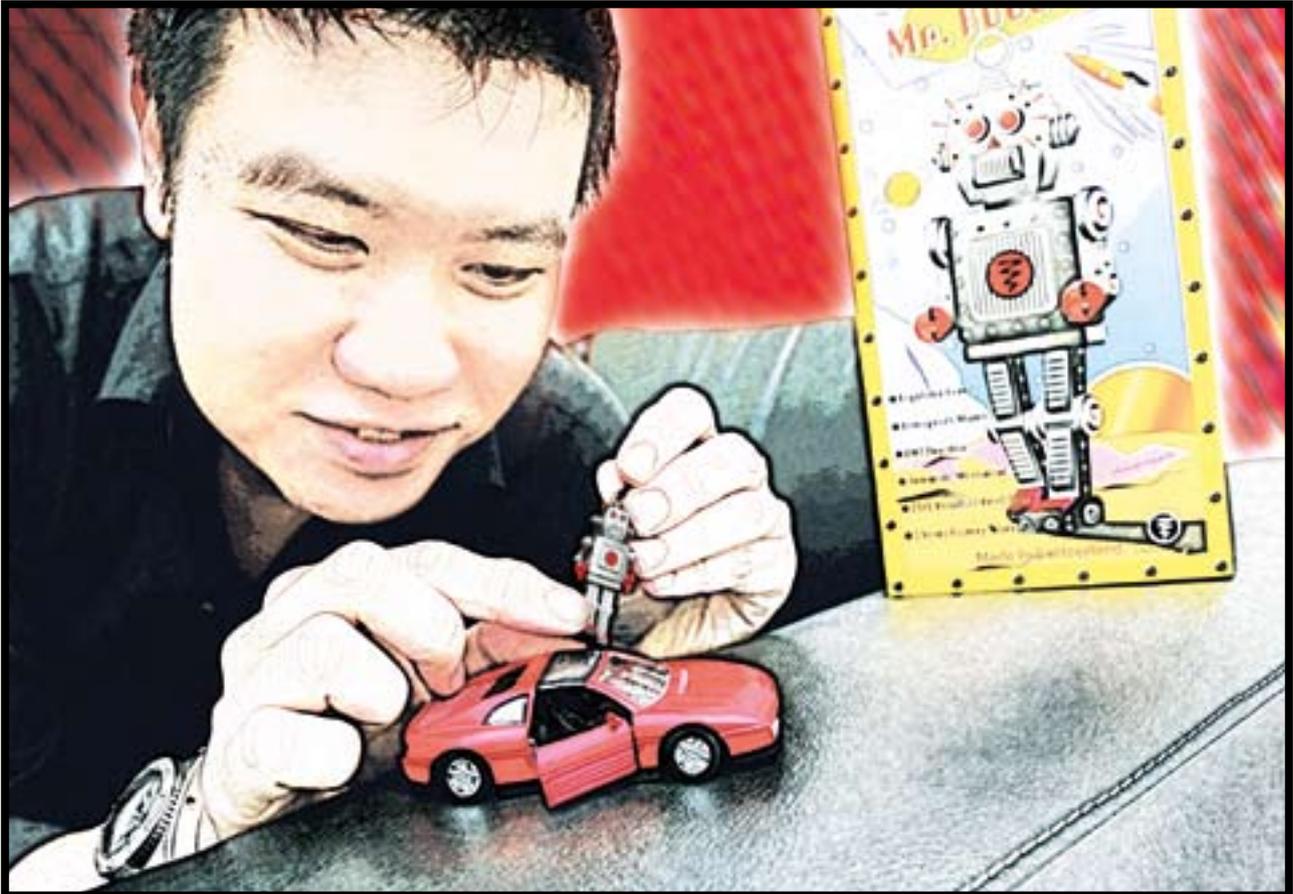


**Mr Roboto by Azimuth
From the Mecha-1 BMF Collection**

Introduced in 2008

Features:

- ETA 2836-2 modified automatic movement
- Revolving hour, seconds and second time zone displays
- Retrograde minutes display
- Case length in stainless steel: 50mm, width: 43mm
- Water-resistant to 50m
- Sapphire crystal
- Torx drive cheese head tamper-resistant screws
- 24mm rubber strap



"Did you know that this toy charm robot is almost the same scale as my toy Ferrari 348?" declares Lye, who has a strong passion for Ferraris. Having said this, he went to pick up his fiery red toy Ferrari car which can be found alongside the windowsill. [Editor's note: This is its permanent parking spot as we found it at the same spot on subsequent visits.] Well, "almost" the same scale is the right word as he tried in vain to sit the toy robot in the car.

The sight of a grown man with a robot in one hand and a toy sports car in the other coupled by the sight of a toy box packaging in the background renders us speechless. Moreover, the toy robot packaging did seem exceedingly large just to contain the tiny, finger-sized toy robot in Lye's hands. We were totally dumbfounded and for a few brief moments couldn't make sense of everything that was transpiring around us.

Our momentary daze is immediately broken by Lye's next question, "By the way, what do you think of our Xtreme-1 Deep Diver?" Now that returned us back to our senses. We are impressed by the Deep Diver's solid case construction and sturdy, robust looks. "It has a "double-domed" sapphire crystal, comes with a helium escape valve and is water-resistant to 2,000 metres," highlights Lye. "We even have an "ambassador" for this totally extreme timepiece," he adds. That person being Fernando Alberto Lozano Andrade, a Mexican high-altitude diver and explorer who will sport an Azimuth Xtreme-1 watch during his attempt to set a world-record in high-altitude diving at the Ojos del Salado volcano located at the border of Chile and Argentina. Long senses our highly puzzled facial expressions.

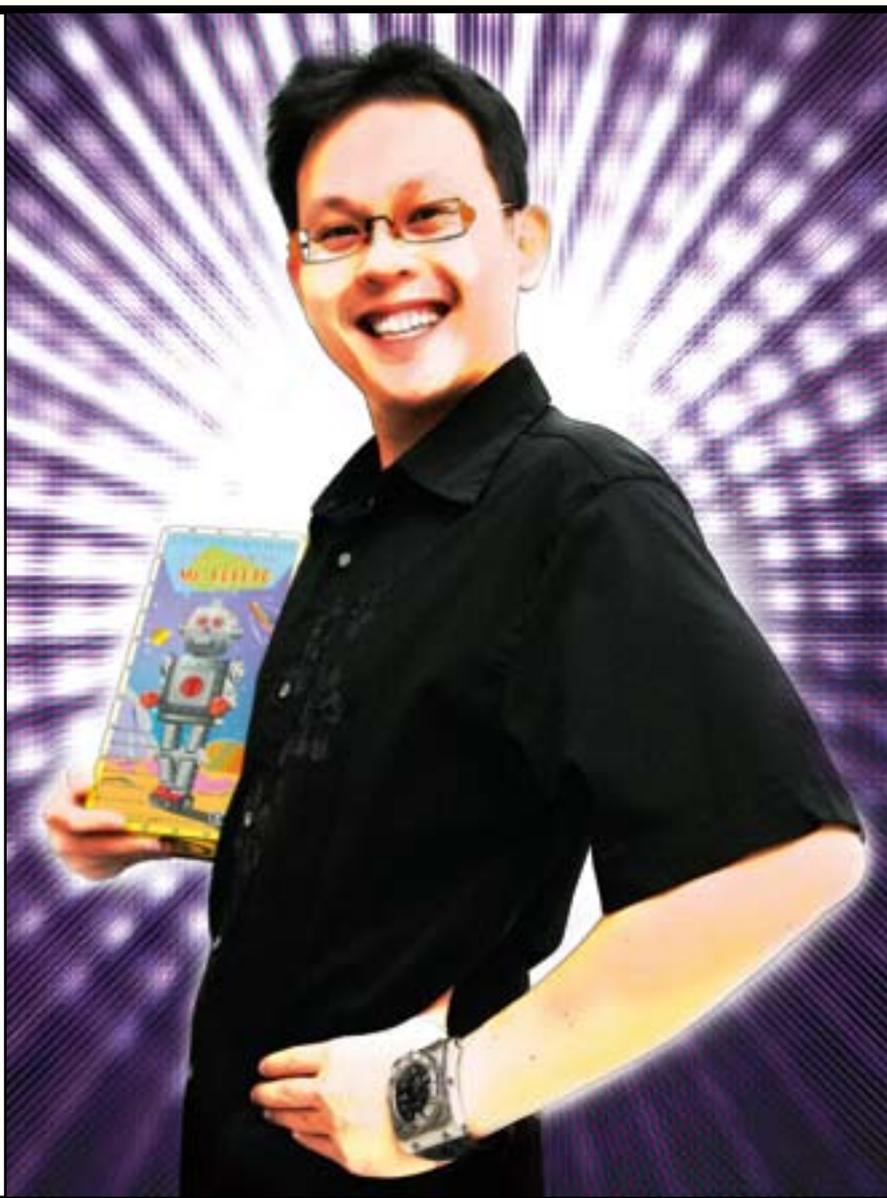


**CHRISTOPHER LONG,
PSYCHOLOGICAL
ENLIGHTENMENT AND
AZIMUTH'S DNA**

"Let me tell you our story," says Long. "We all have dreams which keep us going. At Azimuth, we are creating emotionally-charged timepieces which have a link to our childhood, fantasy and our love for extreme adventure. Remember the days when you played with toy robots? Well, what we now have is a Mr Roboto mechanical wristwatch. We even have an entertaining mechanical Roulette wristwatch.

Recall the days when you fantasized about traveling back in time? We have such a "time-travelling" machine that goes back in time. Well sort of, as we have actually created a mechanical wristwatch which goes against traditional time-telling logic with a single-hand that revolves in an anti-clockwise direction. Such are the characteristics of Azimuth's timepieces.

We have not forgotten those into adventure - as 2010 is the year we launch our Xtreme-1 collection - a series of highly water-resistant and robust wristwatches which are catered to those who wish to adorn a timepiece while engaged in their sporting activities. These are practical wristwatches which still bear the Azimuth branding."



Work and play can overlap and to have both in your workplace is pure joy, going by the youthful and exuberant expressions of both Alvin Lye and Christopher Long.

**Azimuth Roulette
From the SP-1 Mecanique Collection**

Introduced in 2009

Features:

- ETA 2842 modified automatic movement
 - Modified movement with roulette game activated by the crown
 - Domed sapphire crystal
 - Case in 316L stainless steel, length (lug-to-lug): 55mm, width: 35mm
 - Water-resistant to 50m
 - 22mm leather strap with deployant buckle
- Limited to 500 pieces





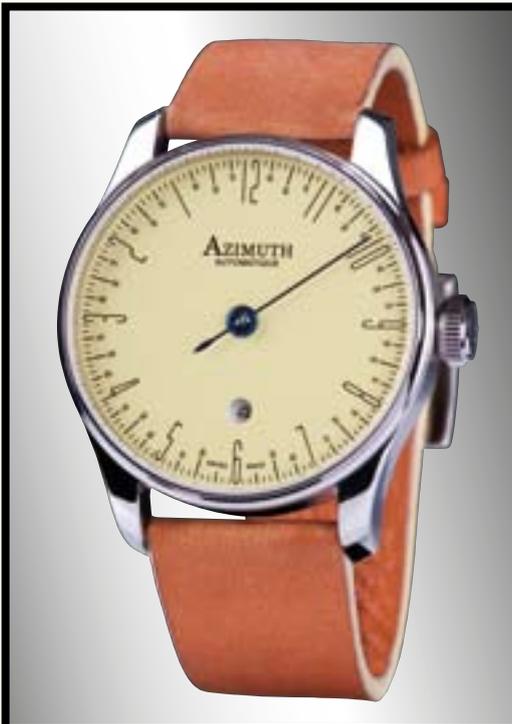
**Azimuth Deep Diver
From the Xtreme-1 Collection**
Introduced in 2010

Features:

- ETA 2826-2 automatic movement
- Movement encapsulated in a capsule
- Big date mechanism
- Anti-magnetic cover
- Helium gas escapement valve (HEV)
- Domed sapphire crystal with anti-reflective coating
- Uni-directional ratchet bezel with Luminova markings
- Case in titanium, length: 56.5mm, width: 46mm
- Water-resistant to 2,000m (5,562 ft)
- Screw-down crown
- 30mm rubber strap on tang buckle



Explorer and high-altitude diver Fernando Alberto Lozano Andrade from Mexico will be sporting an Azimuth Xtreme-1 wristwatch when he attempts his world-record high-altitude dive at the Ojos del Salado volcano located at the border of Chile and Argentina



**Azimuth Back in Time Boutique Edition
From the Round-1 Collection**

Introduced in 2009

Features:

- ETA 2836-2 modified automatic movement
- Single-hand which revolves in an anti-clockwise direction
- 42mm diameter case in 316L stainless steel
- Water-resistant to 30m (3 bars)
- 22mm calf leather strap on tang buckle

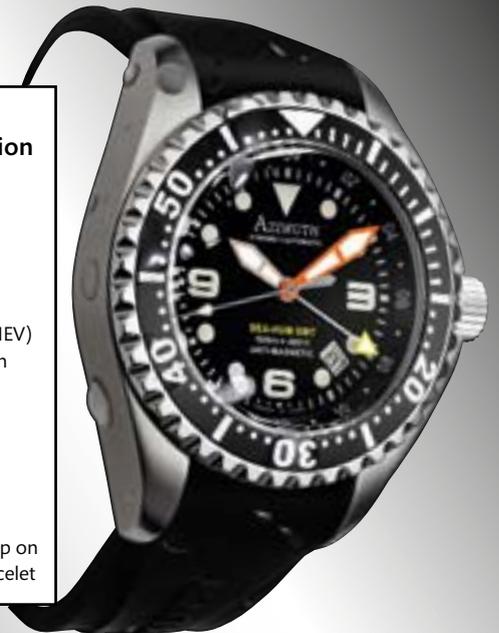
Limited to 100 pieces for the brand's boutiques in Singapore and Malaysia

**Azimuth Sea-Hum GMT
From the Xtreme-1 Collection**

Introduced in 2010

Features:

- ETA 2836-2 modified automatic movement
- GMT function
- Anti-magnetic cover
- Helium Gas Escapement Valve (HEV)
- Uni-directional ratchet bezel with Luminova markings
- 45mm diameter case in 316L stainless steel
- Water-resistant to 1,500m (150 bars or 4,921 ft)
- Screw-down crown
- Available with 22mm rubber strap on tang buckle or stainless steel bracelet



**Azimuth Back in Time
From the Round-1 Collection**

Introduced in 2009

This piece is powered by the same movement as the Back in Time Boutique Edition. However, it is a two-hand watch (rather than a single-hand one). Limited to 120 pieces for this matt brown version



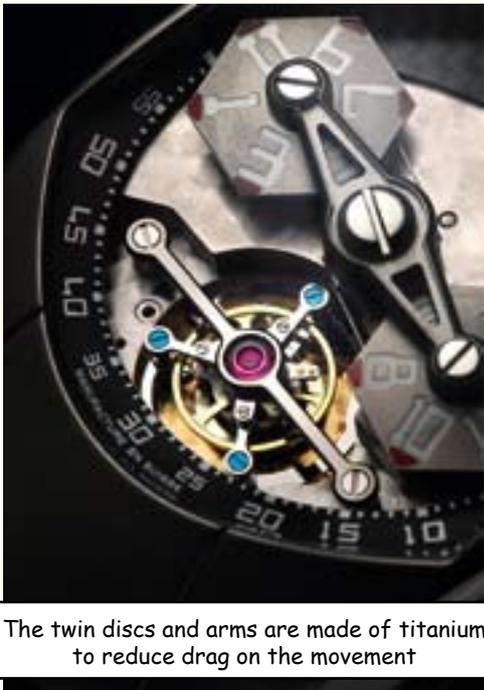
Azimuth Twin Barrel Tourbillon

Introduced in 2009

Features:

- Manual-winding movement
- 5 day power reserve (twin barrel)
- Specially modified twin disc jumping hour system on a 3-dimensional minute hand
- Domed sapphire crystal
- Case in titanium with fibre inserts at the sides, width: 45mm, length: 50mm
- Water-resistant to 5 bar (50m)
- 24mm special interwoven black fibre and alligator strap with deployant buckle

Limited to 25 pieces



The twin discs and arms are made of titanium to reduce drag on the movement



Front view



Rear view

The Azimuth Twin Barrel Tourbillon is truly a reflection of the two founders' love for supercars. When viewed both from the front and the back, you can have a better sense which marques the automobile-inspiration came from. **T**