A VISIT TO OMEGA MUSEUM

Unofficial Journey Notes

Bienne, July 2013 Version 1

FOREWORD

Dear Omega Enthusiast,

Visiting Omega Museum is a fascinating experience. You will immerse into historical journey of a very important horology brand in the world. From Louis Brandt time using very simple tools in developing surprisingly advanced movement, to moment when Omega won Grand Prix medals in many world fairs, to periods as Olympic official partners, to moment when Speedmaster selected as the only watch ever going to the Moon, we will appreciate Omega standing and contribution in human history of timekeeping.

You will also get a treat on seeing the Omega masterpieces directly. Speedmaster 2915, Seamaster Neptune Cloissone dial, Constellation Grand Luxe platinum just to name a few among them.

This e-book is just a short picture journal on my visit to the Museum in July 2013. Similar picture journal has been written in Omegafroums.net (http://omegaforums.net/threads/visit-to-omega-museum-part-a-trip-to-bienne.6443/) Special thanks to all respectable members of Omegaforums.net who inspire me to make this journey and compile them.

I hope you can enjoy it as much as I did. If you have any comment or question, please contact me at : privateday7@gmail.com

Kind Regards,

Herianto

ACKNOWLEDGEMENT

In compiling this e-book I deliberately took partial material from sources below. As much as possible I openly state the source of the material. However if there is omission, I sincerely apologize and there is no intent whatsoever to violate the copy right and intellectual property owned by them.

1. *Museum Omega, the objects, the supporting material provided during the visit and the discussion with the manager and the staff.*
2. *Omega museum website*
3. *Omega Chronicle from Omega official website*
4. *Omegaforums.net member discussion*
5. *A Journey Through Time book*
6. *Chuck Maddox website material especially on Speedmaster topic*
7. *Desmond website Constellation Blogspot especially on Constellation topic*
8. *www.imdb.com for film picture*
9. *WUS, TZ and several other watch forum*

Part A: Trip To Bienne

The journey is as enjoyable as the destination

ARRIVING AT BIENNE

Bienne train station/ bahnhoff

ICR tilting train

Bienne station sign

MAP TO MUSEUM

Tourist info booth in front of train station

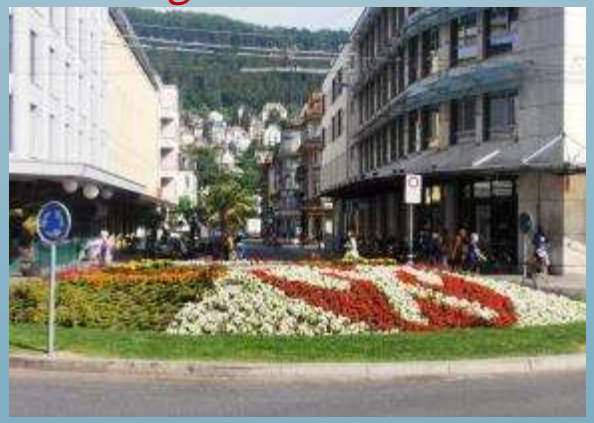
Bienne Map

WALKING TO MUSEUM

Route to the Museum in Rue Jakob Stampfli

Bahnhoffstrasse

Corner garden



Café in Bahnhoffstrasse

ZENTRAL PLATZ & OBERER QUAI

Zentral Platz

Omega ad statue in zentral platz

Oberer Quai: River side walk

OTHER WATCHES FACTORY IN BIENNE

Rolex movement factory

Zodiac watch office

Wenger watch factory

MUNICIPAL PARK IN BIENNE

Municipal park sign

Beautiful and peaceful park

RUE JAKOB STAMPFLI

This small dam is important at early stage of Omega factory settlement. It was the energy source for the factory

Omega HQ

ARRIVING AT MUSEUM

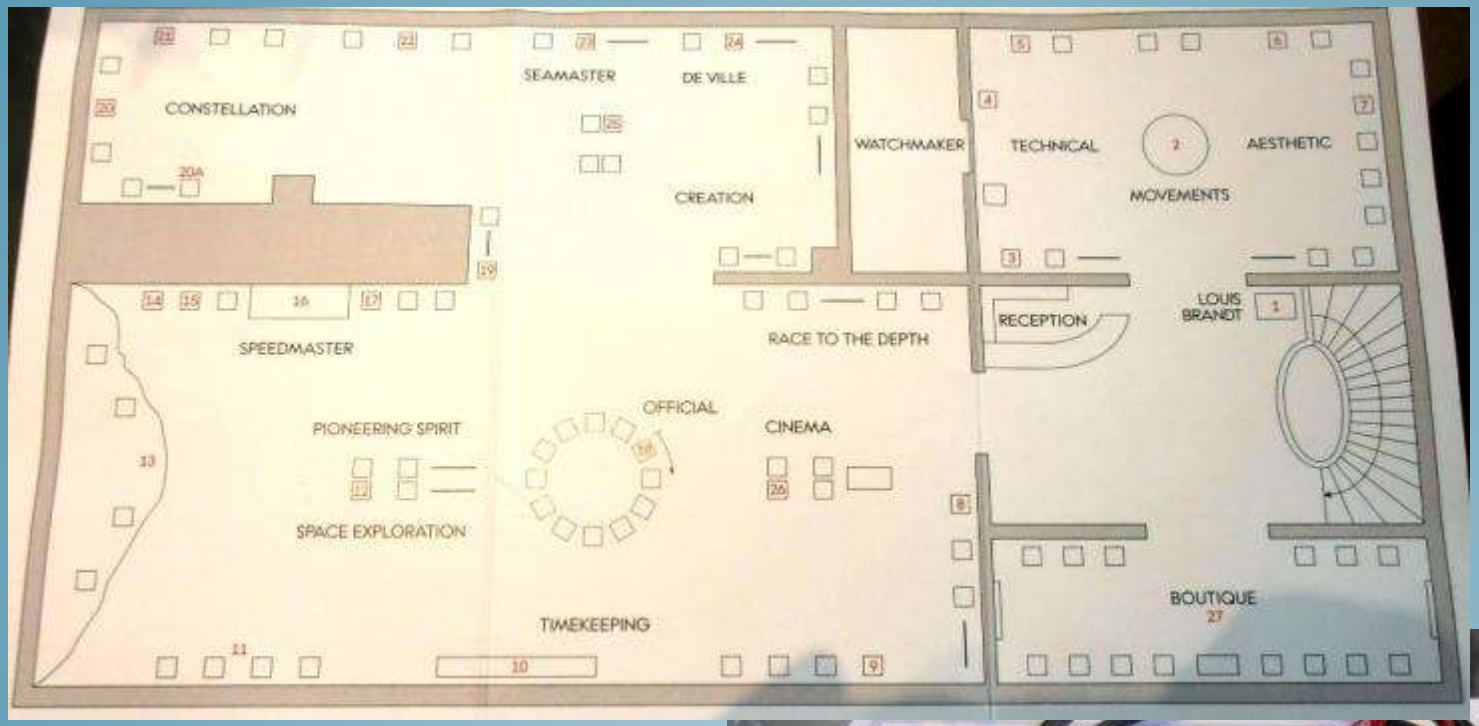
The museum building

Stairs to 2nd floor with 3 generation logo

Lunar mobile welcome is in 1st floor

The museum signage

MUSEUM EXPLORING TOOLS



The museum map

Wall clock: Olympic broad arrow

Audio guide

LOUIS BRANDT : OMEGA FOUNDER

Louis Brandt working bench

Louis Brandt picture and his tools

The 10 millionth movement

Simple tools in building high quality movement

THE PEOPLE BEHIND MUSEUM

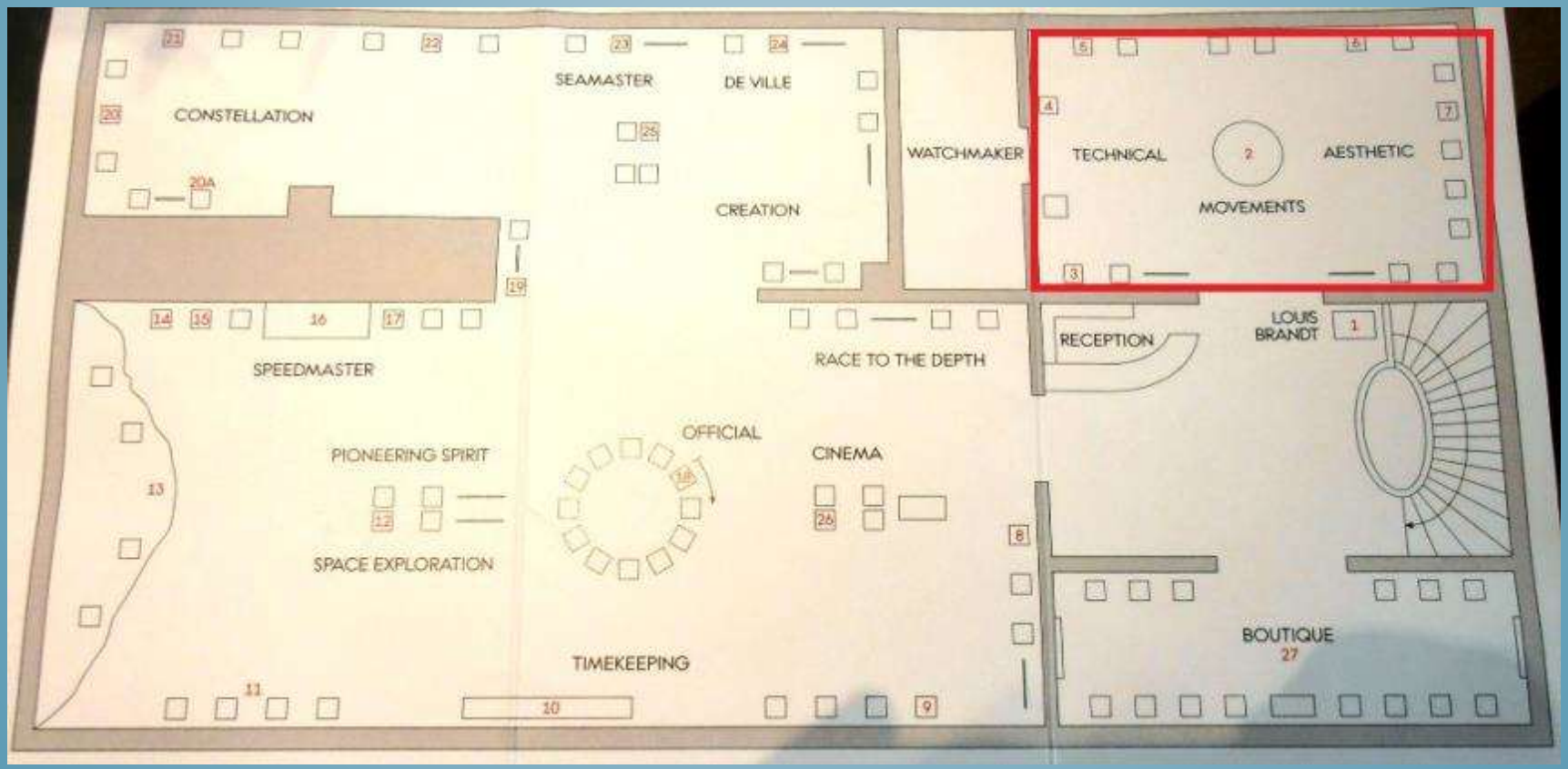
Petros petropapas, Museum Manager, his helpful staffs and writer

Part B: Movements and Early Days

Understand the beginning shed the light to its ending

FIRST CHAMBER TO VISIT

After receiving proper guidance tools, we entered first chamber where there were Movements history and Early days Omegas story from Technical and Aesthetic perspective....



FIRST 100 YEARS

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

In June of 1848 the young Louis Brandt, then only 23 years old, set up his "Comptoir d'établissage". Louis Brandt's passport from 1850 is a telling document. At 25 years of age and having set up his workshop two years earlier, he had already established his name in Switzerland and set off to prove the worth of his watches across Europe. Covering the continent on stage coach, from Scandinavia in the north to Sardinia in the south, he established his brand's reputation for high quality watches throughout Europe. On the 14th of July 1877 he and his son Louis-Paul established Louis Brandt & Fils. Almost exactly two years later, Louis Brandt died in La Chaux-de-Fonds on the 5th of July, 1879.

On the 6th of November 1879 Louis-Paul formed a partnership with his brother César and immediately started looking into the advantages of moving to Bienne, a former textile town which was offering tax breaks to any watchmaker willing to move there, with the idea of revitalizing its industrial base following the collapse of the Swiss textile trade. In December of the same year, the brothers signed a contract to lease the second floor of a factory at 116 Route de Boujean. They took possession in January 1880. The success of the newly-formed *manufacture* meant that they were soon on the move again, this time to OMEGA's current home in the Gurzelen district of Bienne.

This move, completed in 1882, allowed the brothers to establish a mechanized manufacture for the movements and thus the launch of several "brands", each with different characteristics, using these movements. The first brands were Louis Brandt and Gurzelen in 1882, followed by Décimal in 1884 and Labrador in 1885. The combination of these brands covering different market sectors allowed the company to expand and by 1889 it was the largest manufacture of finished watches in Switzerland, producing a then-staggering 100,000 watches per year and employing 600 people.

FIRST 100 YEARS

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

This unparalleled success led to the firm becoming a centre of research and development with many firsts, including the first minute repeating wristwatch in 1892, the first full calendar watches with "big date" in 1893 and a new Carillion repetition system in 1894. Arguably, the most influential was an improved winding and hand setting mechanism in 1895 which would be used in the newly created OMEGA calibre.
The unprecedented ease of repair and accuracy of this movement, due to the high level of precision during the manufacture, led to global success for the brand and as a result the company officially changed its name to Louis Brandt & Frére - OMEGA Watch Co. in 1903.

This precision of manufacture also had other positive effects for the watches produced by the OMEGA Watch Co. including, most notably, its dominance at the world's observatories in their accuracy competitions for watches. OMEGA watches set and broke the records in these competitions time and time again and to this day still hold many of the records for the most accurate mechanical watches ever tested.

It was this reputation for accuracy that led to the decision made by the International Olympic Committee to appoint OMEGA as the official timekeeper of the 1932 Los Angeles Olympiad; it was the first time in Olympic history that one brand had been given the responsibility to time all events.
OMEGAs position as market leader not only allowed the brand to engage the best technicians and regulators in the industry, it also meant that it had one of the best design departments as well.
The brand's reputation as a design powerhouse started in the very earliest days with its success at the 1896 Exhibition in Geneva followed by a Grand Prize in Paris at the 1900 Universal Exposition. OMEGA would commercialize wristwatches in the same year, the first brand to do so.

FIRST 100 YEARS

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

This avant-garde approach combined with excellent accuracy, easy reparability and trendsetting aesthetics is likely the reason that OMEGA prospered in the first half of the 20th century despite the geopolitical and economic turmoil which marked these decades.

Finding contracts with many of the world's militaries during war years and pioneers and explorers during peace time was in no small part due to the brand's technical reputation. These relationships not only ensured that the order books were full during difficult times, it also allowed the firm to further its knowledge and develop watches such as the Marine, to perfect clocks for aviators and to create timers for a broad range of applications, from sports and industry to military use.

The design team was also hard at work during these years continuing to win prizes such as the Grand Prize at the 1925 Exposition of Decorative and Industrial Arts in Paris, the birthplace of Art Deco, for a series of watches in highly decorated cases. This continued success also ensured that the great and good were loyal customers and often asked OMEGA to create unique pieces for special occasions. One example of this was Ras Tafari, later Haile Selassie II who, came to OMEGA in 1929, the year before his official coronation in 1930, to commission a small series of highly ornate yellow gold watches with an enamel portrait and diamond set decoration as official gifts. Six of these watches were not only aesthetic masterpieces but were also technical marvels as they were minute repeaters.

This ability to combine high art with technical excellence is no doubt the reason that OMEGA earned the name "The Swiss Watch" and was the number one Swiss watch brand for the better part of a century.

THE MOVEMENTS

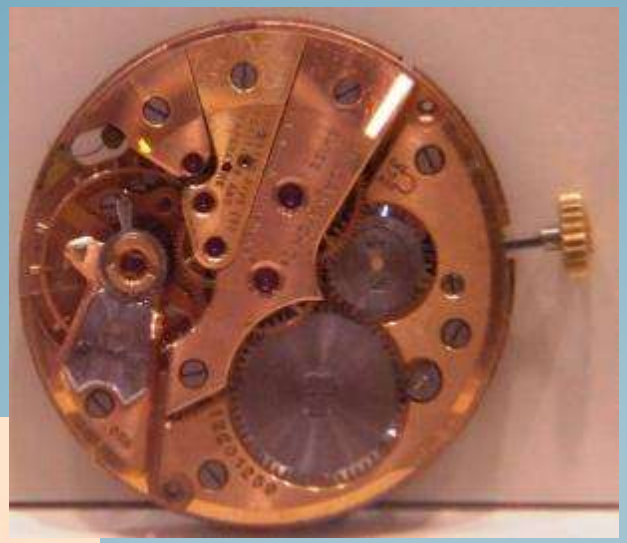
Omega movements from early manual winding to modern automatic are placed in circular glass cases below.....

Early manual winding

Quartzes and Electronics

THE MOVEMENTS …… CONTINUED

Caliber 372



Bumper model showcase

Omega 30 mm movement Adverstising

Manual winding inside pocket watches

THE EARLY DAYS: SISTER BRANDS AND EARLY OMEGA

Case no 2, Omega sister brands

Case no 3 Early Omega

THE EARLY DAYS: MEDICUS

Case no 4 Medicus.
One segment that Omega targeting by putting first central second watch with Cal 23.4 in wrist with bracelet is Medical Doctor, hence the name Medicus. However it was proven very popular for other occupancies, too.

Medicus chrono black dial.....

THE EARLY DAYS: SUB SECONDS

Case no 5 Omega sub second

Museum chronometre sub second

THE EARLY DAYS: CENTENARY & ULTIMA

Case no 7 Early luxury watches: Centenaries and Ultima

Special centenary with unique lugs, made for Phillipine market.

Centenary engraving case back

THE EARLY DAYS: CENTENARY & ULTIMA… CONT

Centenary with gold bracelet

Hooded lug chronometre

Omega Ultima

THE EARLY DAYS: TRIPLE DATE MOON PHASE

Pink gold
round
TDMP

Stainless steel
round TDMP

Square Rose Gold TDMP

THE EARLY DAYS: SEA THEME

Case no 8 Early sea theme Omegas

SS square waterproof watch with beautiful blued steel hands

Neptunus fork hour hand in Rose Gold case

THE EARLY DAYS: LES GRAND PRIX

Byzantin

Beautiful 'Temple Grec' sculpture

Case no 9: Les Grand Prix....
Omega at Show / Fair competition

THE EARLY DAYS: CLOISSONE AND SCULPTURE DIAL

Case no 9: Cloissone and Sculpture dial

Saudi Map
Cloissone dial

Flower
Cloissone dial

Arm coat
Cloissone dial

ARTISTIC POCKET WATCH AND BRACELETS

Case no 12: various bracelets in early days

Case no 11 : Artistic Pocket watch

THE EARLY DAYS: TELEMETERS AND SUBSECONDS

SS telemeter

Case no 13: Telemeters and Subseconds

THE EARLY DAYS: TELEMETERS AND SUBSECONDS

Yellow Gold Telemeter with black dial

Very nice scarab with blued steel hands

THE EARLY DAYS: JEWELERY WATCHES

Case no 15: Early days jewelery watches part 2

Case no 14 : Early days jewelery watches

THE EARLY DAYS: DIAMOND JEWELERY WATCHES

Case no 16: Early days jewelery watches....
Diamonds are forever

THE EARLY DAYS: GOLD JEWELERY WATCHES

THE EARLY DAYS: WHITE GOLD AND PLATINUM

Case no 17 White Gold and Platinum Jewelery watches

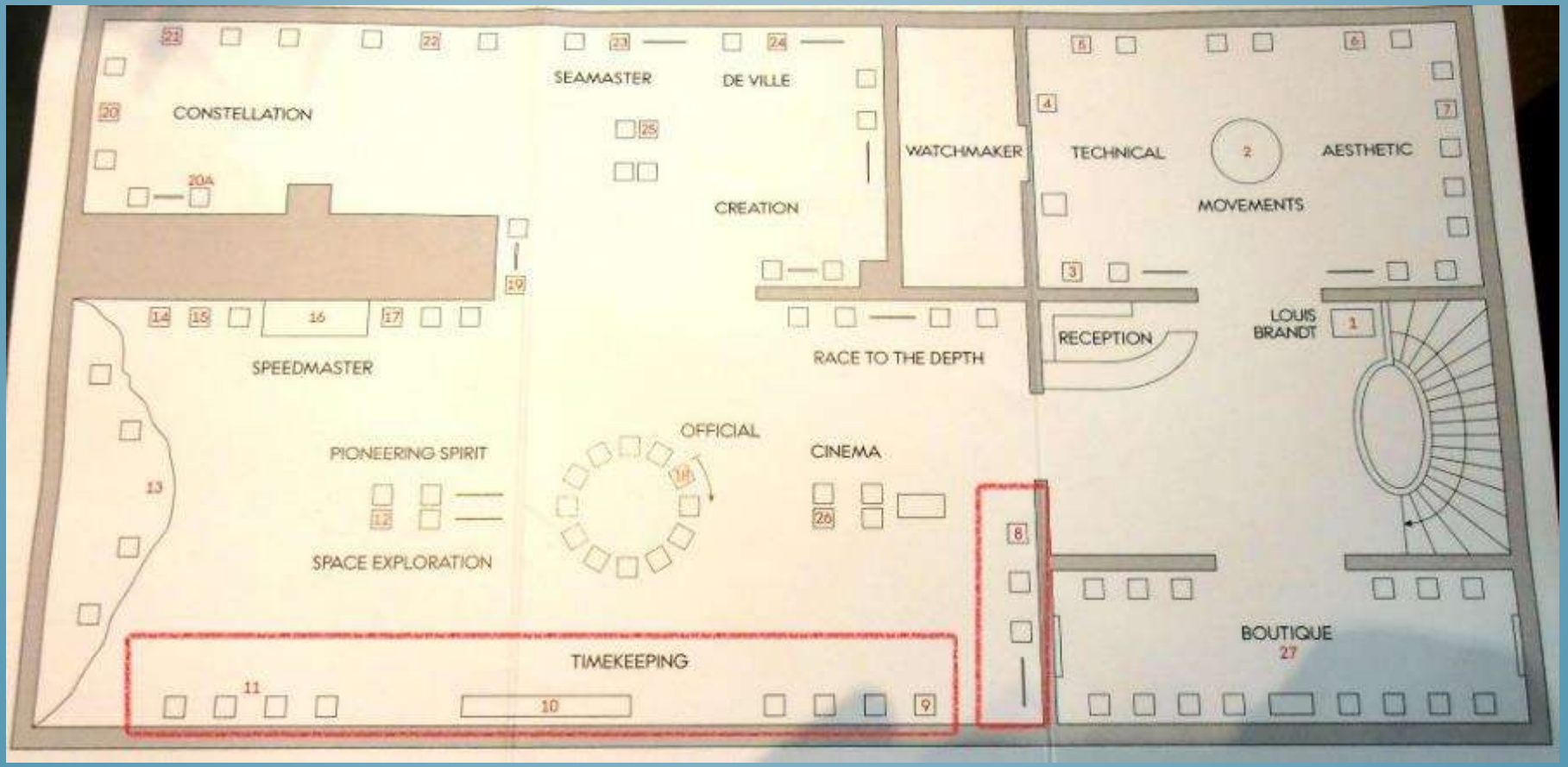
THE EARLY DAYS: ADVERTISMENT

Part C: Olympics and Sports Time keeping

Accurate timekeeping is essential part of sports

SECOND CHAMBER, THE MAIN HALL

The next room that we will enter is the main hall of the museum. There are 5 themes reside in here: Olympics & timekeeping, Space & flight, Official, Movies and Deep exploration. In this part we will focus on Olympics and sports time keeping, a tradition that Omega proudly retained until now.



SPORTS TIMING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

OMEGA and Sport

Visitors to the Omega Museum expect to see a vast array of timepieces and watch movements representing the long and storied history of the brand. And while most express their delight at the display of watches worn on the Moon and other space-related paraphernalia, they usually know of the long and strong relationship between OMEGA and NASA and the world's other space agencies.

Many of the Museums guests, though, are surprised to see a broad selection of the equipment used to time some of the world's leading sporting events including, notably, the Olympic Games. They tell us that while they have noticed the discreet red OMEGA logo next to the competitors' times on their television screens, they haven't associated the unparalleled leader in international sport timekeeping with one of the world's leading watch brands.

But it's all the same company and in each case, the focus is on precise timekeeping. In fact, OMEGA has not only been delivering sports timekeeping results for more than a century, it has also been responsible for the development of some of the most important innovations in the history of timekeeping. Much of the most fascinating equipment is on display at the Museum.

It includes chronograph stopwatches that were used at Olympic Games by Omega's timekeepers from 1932 all the way through the 1960. There is also a selection of devices that played key roles in the evolution of automated timing including a Racend Omega Timer from the Helsinki 1952 Olympic Games and some of the photofinish cameras that have become such a familiar part of athletic events around the world.

Visitors can also have an up-close and personal look at starting blocks for track and swimming, touch pads used by swimmers to stop their own clocks and the photoelectric cells that Omega introduced at the London 1948 Olympic Games and which continue to be in use today.

SPORTS TIMING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

OMEGA's enduring sports timekeeping legacy can be traced back more than a century. It was in 1909 that OMEGA chronographs were the timekeeper of choice for the legendary Gordon Bennett Cup, a race featuring 73 hot-air balloons and an airship which took off from a field near Zurich.
OMEGA had crafted its first chronograph in 1898 and within a decade, the timepieces were already used to measure time for more than 16 different sports competitions.

OMEGA on the biggest sporting stage

It was in 1932 that OMEGA became official Olympic timekeeper in Los Angeles, supplying 30 high precision chronographs, all of which had been certified as chronometers by the Observatory at Neuchâtel as well as the National Physics Laboratory in the United States to have an accuracy of 1%th of a second per day, to be use across all sports. It was the chronographs' officially certified precision which convinced the Olympic Organizing Committee to select OMEGA for the Games. Official results were taken at fifths and tenths of a second.
Needless to say, the scope of OMEGA's Olympic Games commitment has evolved over the years. Nowadays, several hundred professional timekeepers and data handlers, supported by up to a thousand specially trained local volunteers, use some 400 tons of equipment including public and sport-specific scoreboards, miles and miles of cables and optical fibre, dozens of TV generators and state-of-the-art timekeeping and data-handling technology developed by OMEGA and adapted to the requirements of each sport.

OMEGA and the world of athletics timekeeping

Although the number and variety of events make the Olympic Games the most complex and challenging of the world championships, OMEGA's track and field timekeeping experts are busy every year at some of the world's premier athletics competitions including the European Athletics Championships and the IAAF Diamond League events.
OMEGA is widely known not only for its timekeeping performance at some of the world's most prestigious sporting events but also as the company behind research, development and manufacture of the most famous devices used in precision sports timing, among them the Scan'O'Vision photo-finish cameras, false-start detection technology and high-speed video system

SPORTS TIMING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

OMEGA and Swimming

The association between OMEGA and swimming dates back to the 1932 Los Angeles Olympic Games. The relationship is still going strong –OMEGA serves as official timekeeper at the world's highest-profile swimming events and has also been responsible for the development of much of the most important equipment used to time competitive swimming. Some of the best known of these innovations are the Swim Eight-O-Matic Timer, the world's first semi-automatic swimming timer which was first used at the Olympic Games in Melbourne in 1956, and the famous "touch pads" placed at each end of the pool for timekeeping at swimming events, introduced at the Pan-American games in Winnipeg in 1967 and used at the Olympic Games a year later.

OMEGA's contributions are vital, particularly in view of the increasingly keen level of competition. For example, at the Olympic Games in Beijing in 2008, only a hundredth of a second separated gold medallist Michael Phelps and silver medallist Milorad Cavic in the men's 100-metre butterfly. OMEGA Timing's high-speed video cameras confirmed that the results recorded by the company's electronic system had been absolutely perfect.

OMEGA and the world of sailing

There has been a link between sailing and timekeeping since the days sailors relied on high-precision marine chronometers for navigation. OMEGA is the only company ever to have produced a wristwatch that received marine chronometer certification.

Though new technologies such as GPS have superseded the OMEGA Marine Chronometer wristwatch, there is still a strong demand for OMEGA's robust and highly water resistant Seamaster watches and the brand retains its strong nautical links as a sponsor and official timekeeper of the world's top competitive sailors and sailing events.

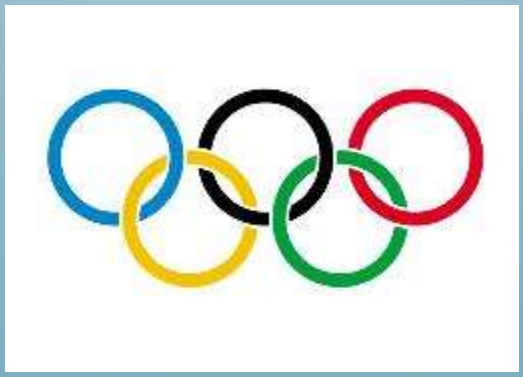
SPORTS TIMING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

As one of the world's best-known watch brands, the company is proud to be the preferred choice of some of sailing's biggest stars. A long-term partnership with Sir Peter Blake started in 1995 and covered two America's Cup campaigns. When Sir Peter retired from professional sailing, OMEGA continued to support him as one of the main sponsors of his blakexpeditions project. Today, OMEGA has continued to honour his legacy with its support for Emirates Team New Zealand's America's Cup skipper Dean Barker since 2001. OMEGA's role as Official Timekeeper to the Extreme Sailing Series is the latest exciting chapter in the Swiss prestige watch company's proud nautical history.

OMEGA: world-class sports timekeeper

OMEGA's association with the world of precision sports timekeeping has its origins in the late 19th century. The technology has improved dramatically in the 112 years since OMEGA developed its first chronograph and athletic performances confirm that our great sportsmen and –women are better than ever. One thing, however, has remained constant: OMEGA is still unflinchingly dedicated to ensuring that the world's most talented athletes are supported by flawless timekeeping and data handling performance.



MAIN HALL AND OLYMPICS WALL

This is what the main hall looks like

This is the first wall with Olympics and sports time keeping theme….

.....and this is the next window wall.....

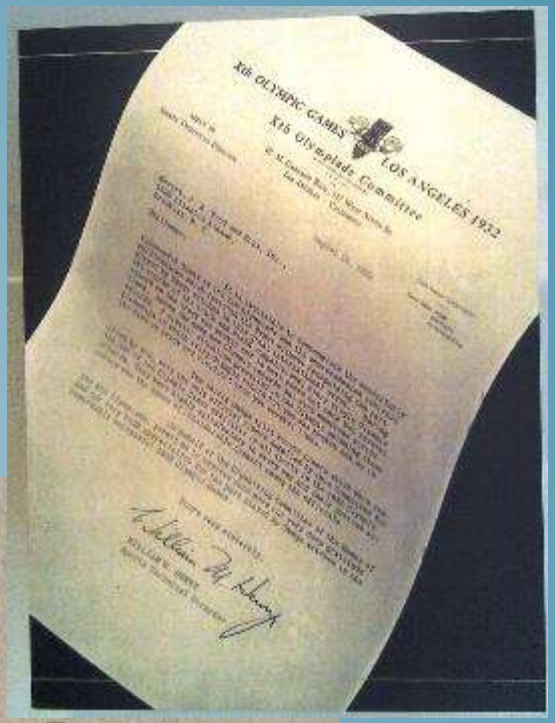
EARLY OLYMPIC EQUIPMENT

Case no 40 Early Olympics Chronograph

Case no 41 First interlinking sports timekeeping chronograph. Firing pistol will trigger the stopwatch start. The ending still manual

LATER OLYMPIC EQUIPMENT

Letter of acknowledgement from Olympic Committe



Case 43 First fully automated start and stop chronograph for timekeeping. The start button is linked to the pistol and the stop button linked to the finish ribbon

Case 42
Later stopwatch chronograph

OLYMPIC WRIST WATCHES

Case 44 Olympics watches

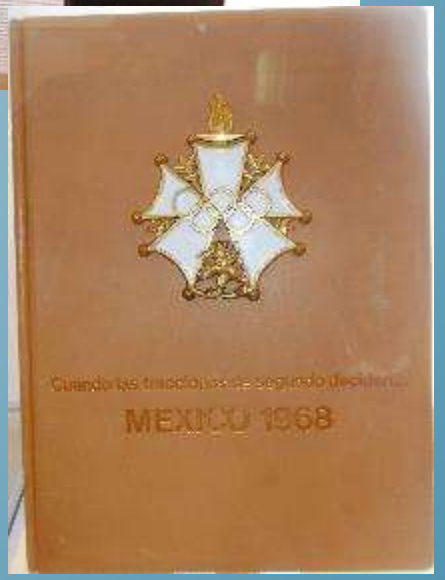
Seamaster Polaris
Analog digital
Olympic edition

Seamaster Polaris
Titane Olympic
edition

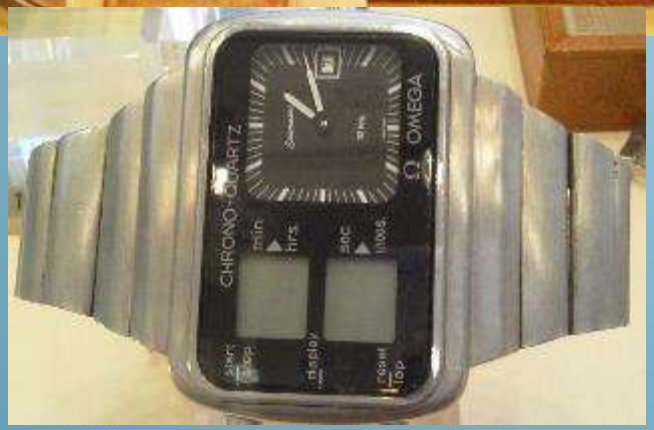
OLYMPIC WRISTWATCHES

Very lovely Seamaster Olympic Melbourne Cross merit with complete box and Cross Merit replica

Seamaster Olympic Mexico



Chrono quartz Olympic edition



LUXURY OLYMPIC POCKET WATCHES CHRONOGRAPH

Case no 45 Luxury Olympic Pocket watches

Gorgeous Gold Olympic skeleton chronograph pocket watch

LUXURY OLYMPIC STOP WATCHES CHRONOGRAPH… CONT

Very beautiful Rose Gold Olympic skeleton chronograph pocket watch

Platinum Olympic chronograph pocket watch

Last Gold Olympic chronograph pocket watch in the case….they are all beautiful, aren't they?

FIFA WATCHES

Omega FIFA soccer chronograph with 45 minutes mark.....

FIFA WATCHES

Wrist chronograph
Stop watch

Seamaster with flightmaster case Soccer watch

Aepna style Soccer
chronograph stop wrist watch

SPORTS TIME KEEPING EQUIPMENT

Omega developed many timekeeping equipment without normal stop watches form. That's including weight sensitive timer, photo finish and robot timer

SWIMMING TIME KEEPING

Swimming timing equipment, start trigger at the launch pad and stop trigger at the finish wall. The first generation required 500 gram pressure to activate finish wall sensor, which make athletes trained their most effective finish technique.

The later swimming finish sensor only need 5 gram pressure, a touch of finger will trigger the timer stop mechanism. No need to train special finish technique

TRACK RUN TIME KEEPING

Track launch trigger timer

First electronic timer equipment

Robot timer that could following timing of multiple athletes automatically

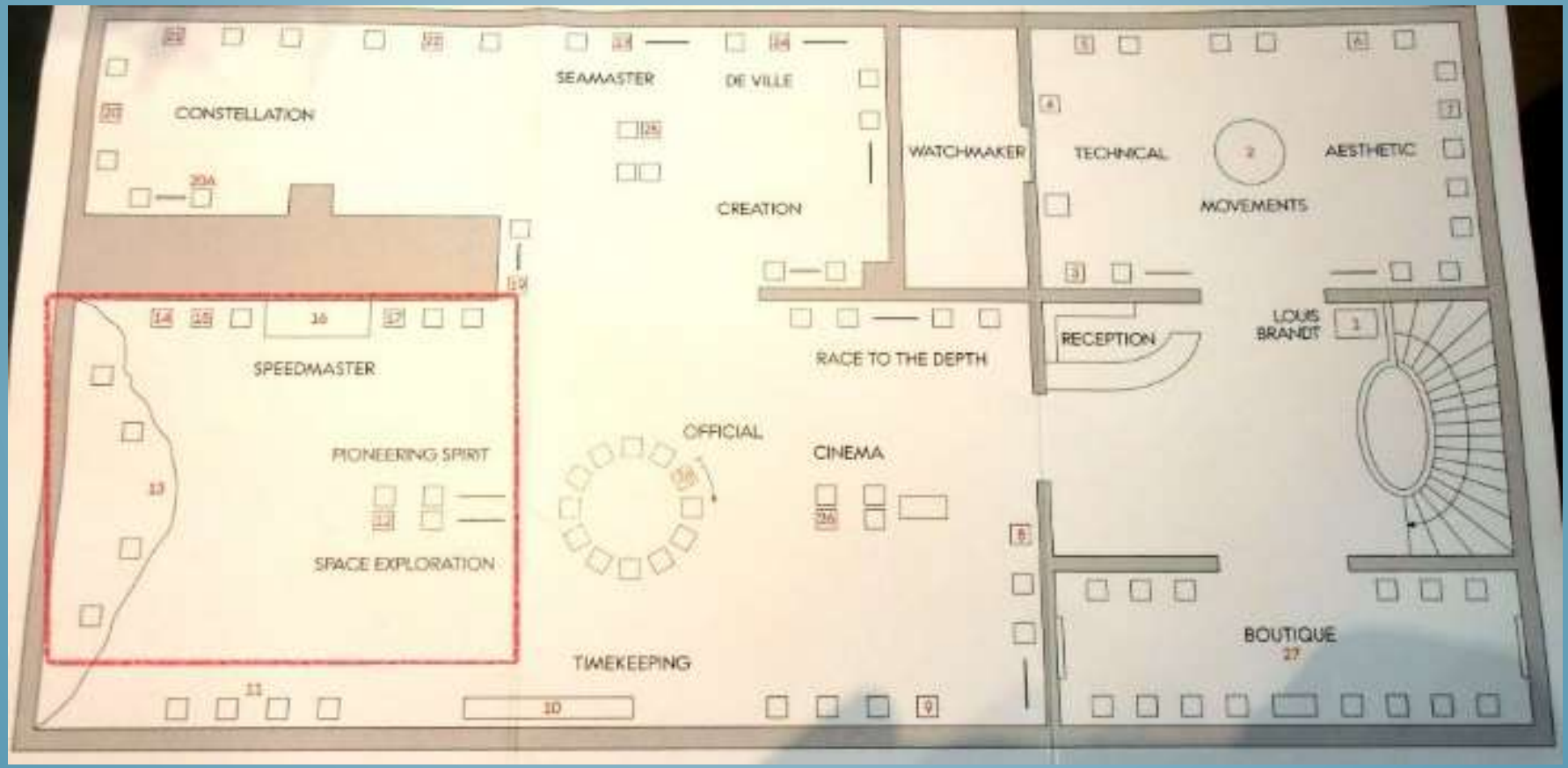
Photo finish ... to ensure in deciding the winner by literally split second.

Part D: Space and Flight

What could be better imagination for our inner child than going to space?

SPACE AND FLIGHT SECTION OF MAIN HALL

At the end of Olympic and Sports wall we will meet Space and Flight wall.....mostly consist of Omega involvement in Space program which unrivaled among watch manufacturer ……
until NOW !!!



SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The source of many a myth and legend, the OMEGA Speedmaster has been the choice of astronauts and space agencies for nearly half a century. This "common" object has become the most famous watch in the world and has been associated with the entirety of humankind's half century of space faring, thus earning it the name "The Moonwatch".
OMEGA's history with space exploration began sometime in the autumn of 1962 when a group of astronauts including Walter Schirra and Leroy "Gordon" Cooper went into a watch shop in Houston, Texas and bought Speedmaster watches to use on the upcoming Mercury program flights. Two and a half years later and after a series of what can only be described as radical, extreme and exceptionally brutal tests, the choice of the Mercury astronauts became the choice of NASA.

It was at the end of the Mercury program that the astronauts approached the Operations Director, Deke Slayton, and asked to be issued with a watch for use during training and eventually flight. This request was met with enthusiasm and as every piece of equipment from the Mercury program was being re-evaluated and re-designed for the upcoming Gemini and Apollo programs, the timing could not have been better. NASA had just employed a large group of engineers to test, select and certify equipment to be used by the astronauts.

On the 21of September, 1964, Slayton issued an internal memo stating the need for a "highly durable and accurate chronograph to be used by Gemini and Apollo flight crews". This memo landed on the desk of engineer James Ragan who was no newcomer to finding equipment for hostile environments. He had been the engineer responsible for testing equipment for the US Navy's "SEA LAB" program. Eight days later a "Request for Quotations" for twelve watches – two watches each from six different manufacturers - was sent out. OMEGA's copy of the Request was received by its U. S. affiliate in New York. Of the six brands contacted, only four responded so Ragan asked each to supply three watches.

SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The tests which ensued were designed literally to test the watches to destruction. The watches were subjected to temperatures ranging from 71° to 93° centigrade over a two day period, after which they were frozen to -18° centigrade. They were placed in a vacuumed chamber heated to 93° centigrade, and then subjected to a test where they were heated to 70° centigrade and then immediately frozen to -18° centigrade – not once but fifteen times in rapid succession! When this had been completed, it was time to subject the watches to 40 g shocks in six different directions, then submit them to high and low pressures, an atmosphere of 93% humidity, a highly corrosive 100% oxygen environment, noise to 130 decibels and finally vibrated with average accelerations of 8.8 g. In the end only one watch had survived: the Speedmaster. Interestingly, after each test the watch would settle to an average rate which was largely within the NASA imposed limits of five seconds per day during normal use.

The result of this was the "Speedmaster" reference ST105.003 being declared "Flight Qualified for all Manned Space Missions" on the 1st of March 1965. Just three weeks later, on the 23rd of March, the Speedmaster went into space officially for the first time on the wrists of Virgil "Gus" Grissom and John Young during their Gemini 3 mission. The only modification to the watches was the addition of a long Velcro strap that replaced the standard steel bracelet which could not be worn over the space suit. Later that year Edward White wore his Speedmaster on America's first space walk and shortly afterward, OMEGA's management took the decision to add the term "Professional" to the dial of the reference ST105.012 Speedmaster.

Another four years passed and the Americans were preparing for the first lunar landing. The crew had been selected and the decision was made that Neil Armstrong would be the first man to walk on the moon's surface. NASA had, by this point, adopted the ST105.012 and ST145.012 Speedmasters due to their more robust cases for the Apollo program; however, many astronauts were still using the ST105.003.

SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

On the 21st of July 1969 at 2:56 GMT, Neil Armstrong stepped off the Eagle to become the first human to stand on another world. However, the on-board clock was working intermittently so Armstrong had left his Speedmaster on the Eagle as a backup.
It wasn't until roughly fifteen minutes later, when Buzz Aldrin stepped onto the Moon's surface, that the Speedmaster Professional became the first watch to be worn on the Moon. Interestingly, recently uncovered documents reveal that the Speedmasters were not the only OMEGAs to make it to the Moon. It appears that Armstrong also carried an OMEGA "Olympic" 10th of a second chronometer chronograph with him on the mission.

The next great moment for the Speedmaster in space came in 1970 with the Apollo 13 mission, when the watch was used to time the critical engine burns needed to ensure that the re-entry trajectory of the heavily damaged craft were correct. The smallest error would have meant that the capsule would either have bounced off of or burnt up in the Earth's atmosphere on re-entry. For The Speedmaster Professional's role in the safe re-entry, the astronauts gave OMEGA the "Manned Flight Awareness Award" or Snoopy Award as it is commonly known.

At the same time, OMEGA was working on creating the perfect space watch, dubbed the Alaska Project. The project's first watch was also the first watch in history with a polished titanium case. Omega would go on to produce two further prototype watches which were proposed to NASA who refused them as the Speedmaster had proven to be perfect for their requirements. A fourth version, the ALASKA II, was proposed in 1972 and did interest the engineers of NASA; however, by this time, the remaining flights to the moon, Apollo 18-22, had been cancelled. As a result, on December 17th 1972 at 21:33.24 GMT, Eugene "Gene" Cernan, with his Speedmaster reference ST105.003 on his wrist, became the last man on the Moon. Ironically the first watch on the moon was the last adopted by NASA during the Apollo program and the last watch on the moon was one of the first delivered to NASA after certification in 1965.

SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The next step in the story was to come the following year when the Apollo-Soyuz mission was being planned. This was to be the first time that the American and Soviet space agencies would work together and in many ways, it signalled the end of the "space race". It was at this point that OMEGA discovered that the cosmonauts were using the Flightmaster. They adopted the Speedmaster for the mission when an “OMEGA” representative told them that “if they wanted to be on time with the Americans they should wear the same watch”. On the flight there were a total of ten watches used, all of which were Speedmasters; however, Tom Stafford wore the 18 Ct yellow gold Speedmaster Deluxe he had received after the Apollo 11 lunar landing in 1969. All the other watches worn by the astronauts were the standard NASA issue watches equipped with 321 calibre while all the cosmonauts wore the newer ST145.022 with 861 calibre.

From this point the cosmonauts wore Speedmaster on their missions including on the Salyut Space Station. A notable exception to this was Speedmaster 125 worn by Vladimir Djanibekov in 1978 on his Salyut 6 mission.

SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The next step in the Speedmaster's journey came in 1978 with the Space Shuttle. With the new craft came the need for all equipment to be retested; accordingly, OMEGA submitted three different watches for certification, The Speedmaster Professional reference ST 145.022, the Speedsonic Reference ST188.0002, and a prototype Speedmaster automatic "ALASKA III", reference 11003. This watch would later be slightly redesigned and used by FIFA referees as reference 11003-2.Unsurprisingly, all three watches survived the testing. The final choice, though, would be the Speedmaster Professional, which was certified again in 1978 for all manned space flights.

The next year OMEGA created a new prototype the "Alaska IV" based on the Speedmaster Professional Quartz reference ST186.0004 with a calibre 1621 movement which used a system called the BETA light that consisted of two tritium tubes behind the LCD display to illuminate the display. Twelve examples were sent to NASA astronauts who tested the watch in training and on the Space Shuttle. Ultimately, they chose not to adopt the watch

In the 1980s another project was launched under the code name "Condor" to create a multi-screen watch for NASA. While this, too, was later abandoned, images of astronauts wearing the watch on the Space Shuttle still exist.

At the end of the 1980s came the launch of the MIR space station and again the Speedmaster was the choice of the cosmonauts. By this time OMEGA had established a close relationship with COSMOS and arranged to have two series of Speedmasters sent to the space station to test the long term effects of micro gravity on the oils and springs in the watches. The first time was from December 1990 through March 1991 for a total of 90 days and then later in July of 1993 for one year. On both occasions when the watches were returned and controlled, they were found to be in perfect working order at which point they received a basic service and were sold to the general public.

SPACE EXPLORATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

At the end of 1995 the decision was taken within the astronaut community that there was a need for a purpose-designed astronauts' watch. This was to be the birth of what would become the Speedmaster X-33. After two years of extensive testing by, astronauts, cosmonauts and elite military pilots, the watch was shown to the public via a live broadcast from the MIR space station through Houston Mission Control. Incredibly, this watch has a titanium case and multi-function movement reminiscent of the ideas proposed by OMEGA with the ALASKA I and ALASKA IV watches

Today the Speedmaster Professional and X-33 are still regular visitors to the International Space Station and after accompanying the American astronauts in all of their manned space programs and cosmonauts since 1973, the Speedmaster Professional remains the only watch certified by NASA for use on extra vehicular activity. In fact no other piece of equipment, let alone a watch, can claim to have been used during the Mercury, Gemini, Apollo, Skylab, Soyuz, Salyut, Space Shuttle, Mir and International Space Station programs. Though affectionately known as the “Moonwatch”, one thing is clear: the Speedmaster Professional is without doubt the ultimate space watch

GOING TO THE MOON !!!

The Astronout model wearing Speedmaster

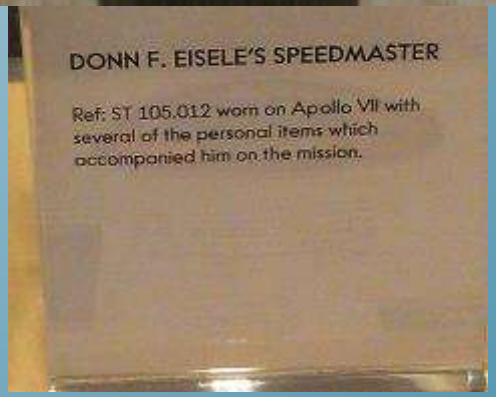
Going to the moon diorama

The speedmaster in moonwalk

ASTRONOUT DONN EISELLE

The watch: a 105.012 Speedmaster Pro

Case no 51 Don Eisele Speedmaster in Apollo VII



ASTRONOUT THOMAS STAFFORD

The watch: a 105.003 Speedmaster worn on Gemini 9 and Apollo X

Case no 52 Thomas Stafford watch

ASTRONOUT THOMAS STAFFORD

Gemini 9 memento

Apollo X logo plaque

Stafford's pen

ASTRONOUT RICHARD GORDON

Case 53 Richard Gordon watch

The watch in the glove: a 105.012 Speedmaster Pro

Apollo XII logo plaque

ASTRONOUT EUGENE CERNAN

Apollo X memento

Case 54 Eugene Cernan watch

Apollo XVII logo plaque ..... the last Apollo to the moon

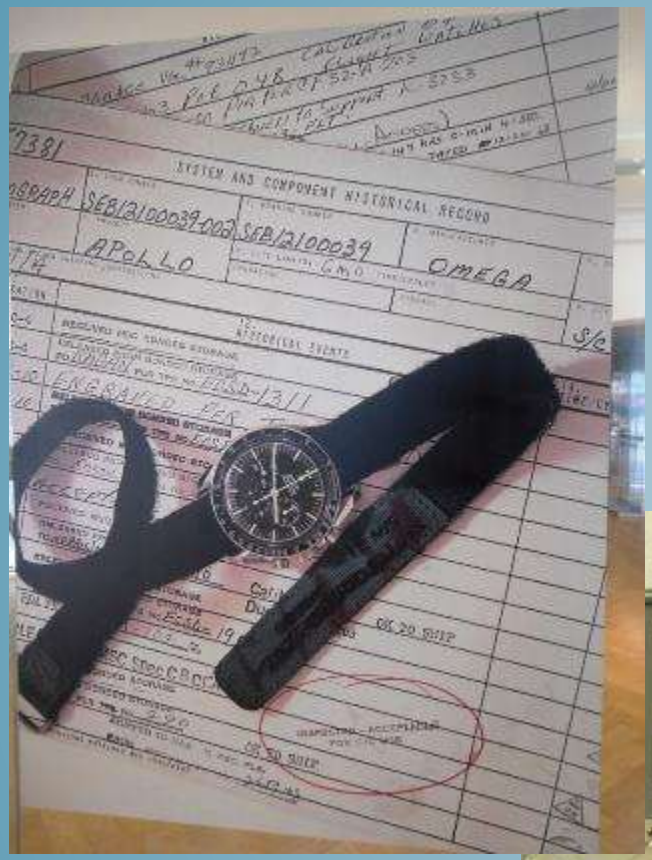
ASTRONOUT EUGENE CERNAN

EUGENE "GENE" CERNAN'S SPEEDMASTER

Ref: ST 105.003, the last watch worn on the Moon.

The watch a Speedmaster ST 105.003 with JB Champion bracelet

MISSION CONTROL AND SPEEDMASTER TEST



NASA test acceptance sheet
on Speedmaster Pro

Apollo space program mission control computer.
The only one exists in Europe.

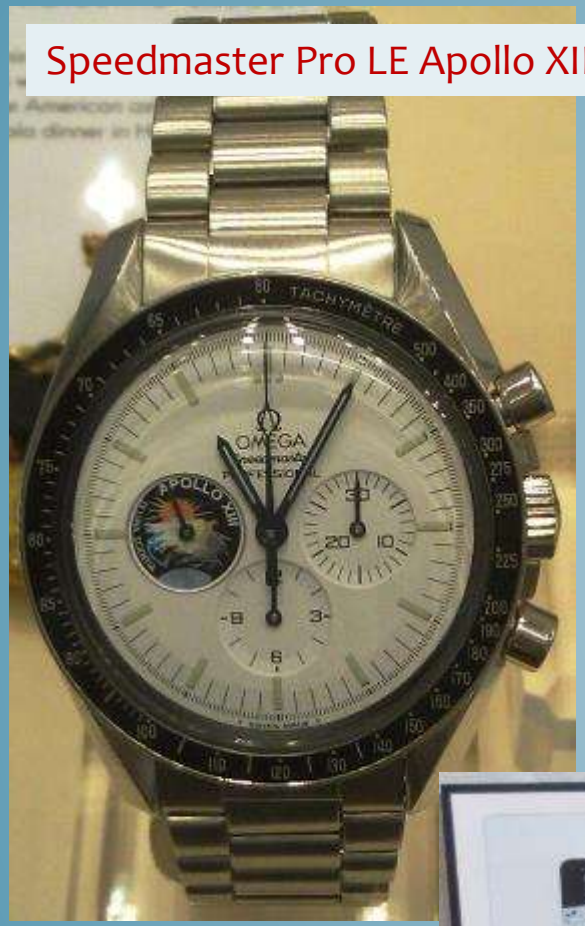
AFTER MOON LANDING COMMEMORATIVE WATCHES

Case 55 After moon landing and commemorative watches

First generation Gold Speedmaster Pro moonwatch

AFTER MOON LANDING COMMEMORATIVE WATCHES

Speedmaster Pro LE Apollo XIII white dial and black dial



Snoopy award from Astronouts for Omega contribution and Speedmaster Pro LE Snoopy watch

SOYUZ SPEEDMASTER

Case 56 Apollo Soyuz watches

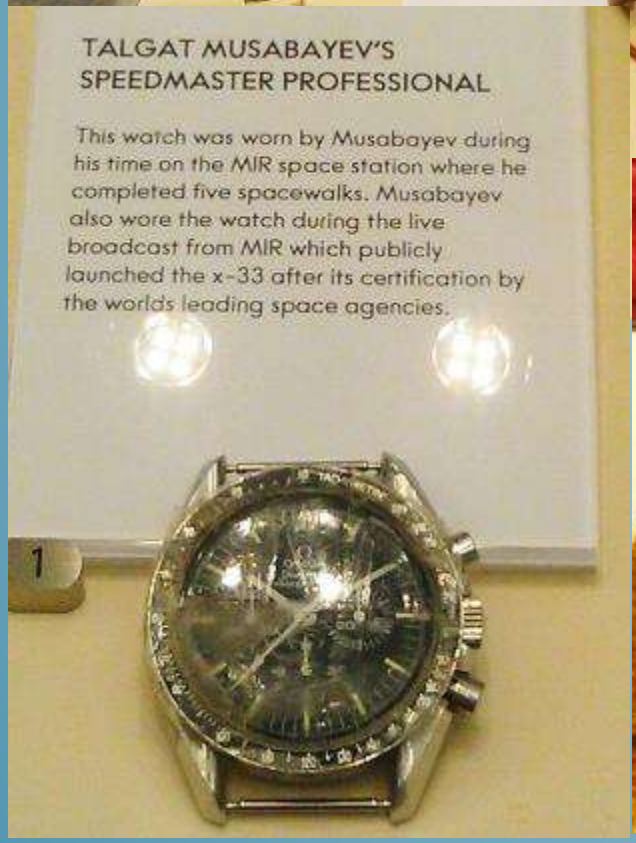
Speedy Pro
LE Apollo
Soyuz Gold

MIR watches case back

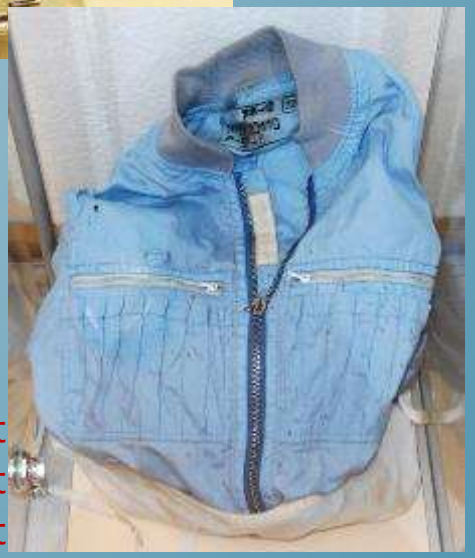
Speedmaster
Pro LE Apollo
Soyuz SS

COSMONAUT SPEEDMASTER

Case 57 Cosmonaut Speedmaster



Talgat Speedy 125



Talgat Cosmonaut suit

ALASKA PROJECT SPEEDMASTER

First Alaska project watch

Case 104 Alaska project watches. Another successful Omega-NASA collaboration was the research and launching of Alaska edition. Watches that were prepared to withstand extreme temperature and climate condition of north pole.

ALASKA PROJECT SPEEDMASTER

Next generation
Alaska project watch

Later model….

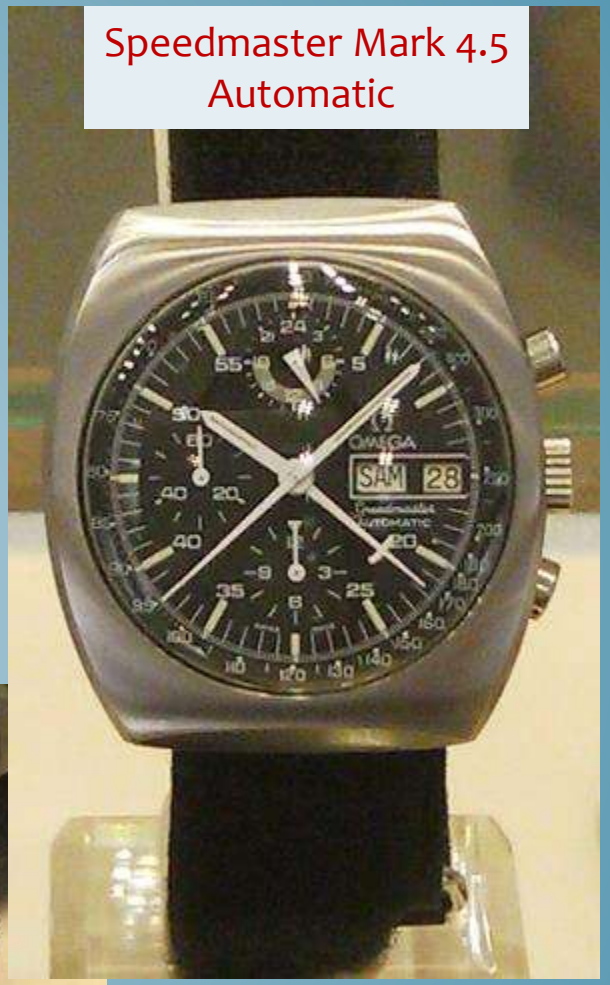
Square case
Alaska model

LATER SUBMISSION TO NASA SPEEDMASTER: ALL REJECTED

Case 105 Later submission to NASA (which all declined)
After successful early model of Speedmaster moonwatch, Omega submitted several newer model to NASA for testing and possible functionality enhancement. NASA politely declined all of those newer watch submission and stick with original based Speedmaster Professional.

'Different and enhanced' Speedmaster Pro. Take a look at the dial.....

Speedmaster Mark 4.5 Automatic



LATER SUBMISSION TO NASA SPEEDMASTER: ALL REJECTED

Speedmaster Speedsonic with hummer f300 fork tuning movement

Speedmaster X33 2nd gen

Speedmaster X33 1st gen

LATER SUBMISSION TO NASA SPEEDMASTER: ALL REJECTED

Speedmaster Quartz chrono digital

Space Shuttle model

X33 case back

SPEEDMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Speedmaster instantly changed the face of the chronograph wristwatch. Introduced as part of the Seamaster line, this watch was the first to have the now standard layout of three counters and the timing scale on the bezel, thus ensuring the Speedmaster's place not only as the most iconic chronograph ever created, but also the most famous. Its story is detailed on the Space Exploration page.
Designed as part of a project between OMEGA and Lemania, one of OMEGA's subsidiaries at the time, the team's brief was to create a sturdy high precision waterproof watch that was easy to read, reliable and easy to use. These characteristics have come to define not only the Speedmaster but the entire "sports chronograph" genus which was born following its launch. The result of this original briefing was a prototype which was ready at the end of 1956 and shown to the public in 1957.

The first Speedmaster was the reference 2915 and is today known by collectors as the "Broad Arrow" due to its distinctive hour hand with large luminous arrow tip. This watch had a very clean dial devoid of anything which could compromise its legibility. The dial with luminous hours on a black background was inspired by the clocks found in Italian sports cars of the period. The bezel was stainless steel engraved with a tachymeter with a matt finish and the case was water-resistant to 200 feet. Certain details of the watch which are often overlooked are the very things that made this watch stand out from the crowd including, notably, the fact that the chronograph seconds hand was poised at exactly the same level as the bezel.

SPEEDMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The next evolution would be the reference 2998 which replaced the Broad Arrow hands with Alpha hands; the matt steel bezel was replaced by one with a blackened aluminium insert that improved legibility. The next change came with the introduction of the 105.002 in 1962 which featured the now-standard baton hands. The final evolution of the "round-" or symmetrical-cased Speedmasters came a year later in 1963 with the introduction of the reference 105.003 which would remain in production until the last 50 pieces were delivered in the spring of 1969.

1963 also saw the launch of the 105.012 with its asymmetric case that afforded a certain amount of protection to the crown and pushers in case of an impact. This design went on to become the standard for the so-called "Moonwatch" which remains, little changed, in production today. At this point OMEGA also began to capitalize on the fact the bezel with its timing scale could easily be changed without compromising the waterproof properties of the watch and as such, offered optional bezels with different scales such as pulsometers and telemeters to meet the needs of individual clients.

In 1965 the line was divided into two products, the Speedmaster with round case and the Speedmaster Professional with asymmetric case. This differentiation came as the result of the Speedmaster 's selection by NASA for all manned space flights and the decision by NASA at the end of 1965 that though the 105.003 was the watch tested it would adopt the 105.012 as the astronaut chronograph due to its more robust case.

1968 was to see the change of the movement from the 321 to the more robust 861 with the launch of the 145.022. This watch is essentially the same as the model currently available in OMEGA retailers.

SPEEDMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

1969 was historic for the Speedmaster not only because it was the first watch on the Moon with the Apollo 11 astronauts but because the year also saw the introduction of the all-gold Speedmaster Professional Deluxe and the Mark II.

The Speedmaster Professional Deluxe was created to celebrate the Apollo 11 Moon landing with the first examples being given to all the astronauts active in the US space program as well as other prominent individuals, including President Nixon, who politely refused the watch due to its high value.

The Mark II was the first of five Mark watches and began what was to become true diversification in the Speedmaster range. It was at this point that the Speedmaster became a line in its own right.

Throughout the 1970s, this diversification would continue with the addition of more complicated models including automatic winding, calendar functions, central minute counters and the first series-produced self-winding chronograph to be a certified chronometer the "Speedmaster 125" which was introduced in 1973 to mark OMEGA's 125thanniversary.

The 1970s were also the era of electronic watches and this applied equally to the Speedmaster with the addition of the "Speedsonic" with its tuning fork movement and the Speedmaster Quartz and Speedmaster Professional Quartz which were both multi-function digital watches.

The 1980s saw much of the same diversification with the last of the Mark watches, the Mark V introduced in 1984 and the Speedmaster Automatic "Reduced" introduced in 1988.

SPEEDMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

In the following decade the diversification grew at an exponential rate with the introduction of highly complicated models, comprising perpetual calendars, watches with moon phase and even a split-second version. The luxury aspect was fully embraced with skeletonised and diamond-set versions being introduced. This was also the era of the limited edition with watches being introduced to commemorate OMEGA's history in space exploration as well as the many successes of its ambassador at the time, Michael Schumacher.

The decade saw the launch of the X-33, the first watch in history to be designed with the active participation of the astronauts and pilots of the world’s space agencies and militaries.

The new millennium saw the continuation of diversification with the introduction of ladies' models aimed as well as the continuation of limited editions. However, one part of this story which could fill volumes, has remained the same: today's Speedmaster Professional looks little different to the watch selected by NASA in 1963, proving that you can't improve on perfection.

ORIGIN OF SPEEDMASTER

The origin: Speedmaster CK 2915-1 with silver bezel ring and broad arrow hands. As the name suggest, it was intended for auto racing enthusiast

Case no 58 Speedmaster origin

ORIGIN OF SPEEDMASTER

Speedmaster 105.003, unfortunately with replacement bezel.

Later broad arrow model: 2998-1

Very unique lollvpop second hand on Speedmaster 2998-2, with replacement bezel

ORIGIN OF SPEEDMASTER

145.002 model with Base Pulsations model for medical

Transitional model 145.012 with cal 861

The famous cal 321 Lemania based model

The ubiquitous Speednaster workhorse Cal 861

LATER EVOLUTION OF SPEEDMASTER

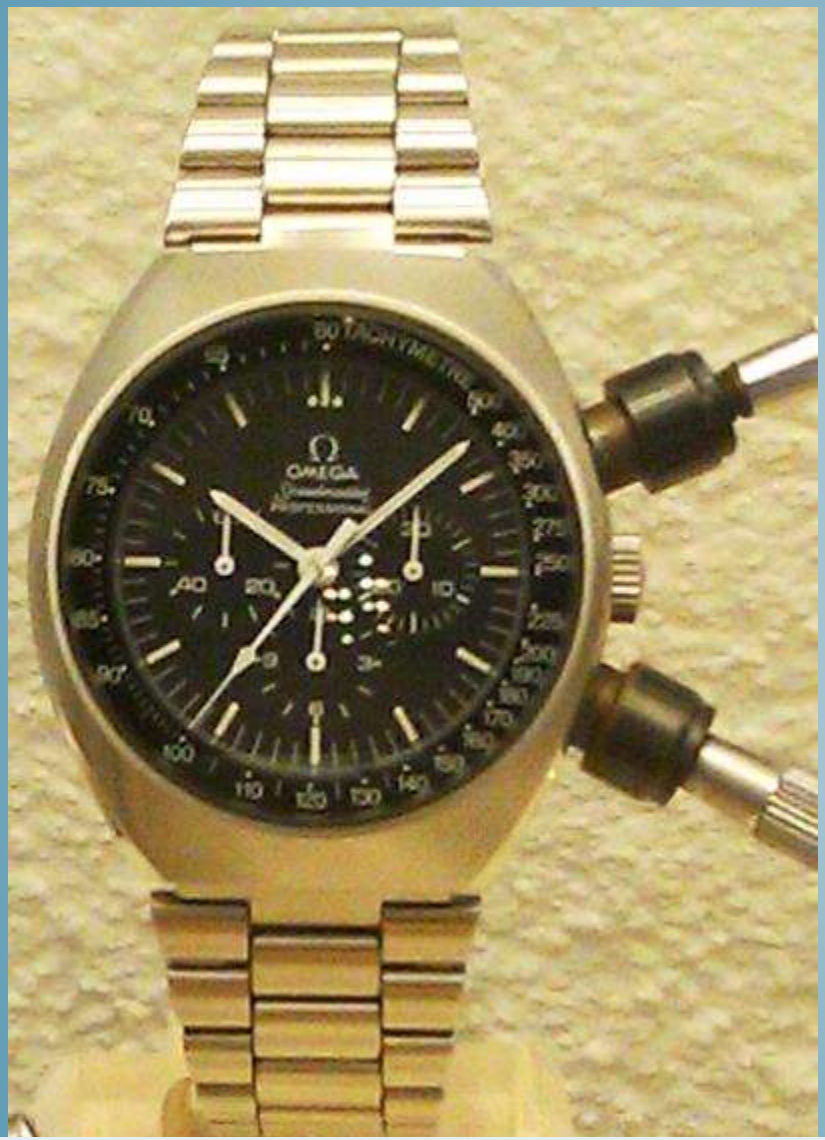
Case 59 Later Speedmaster

Speedmaster 4.5

Speedmaster Speedsonic Lobster

Speedmaster 125

LATER EVOLUTION OF SPEEDMASTER



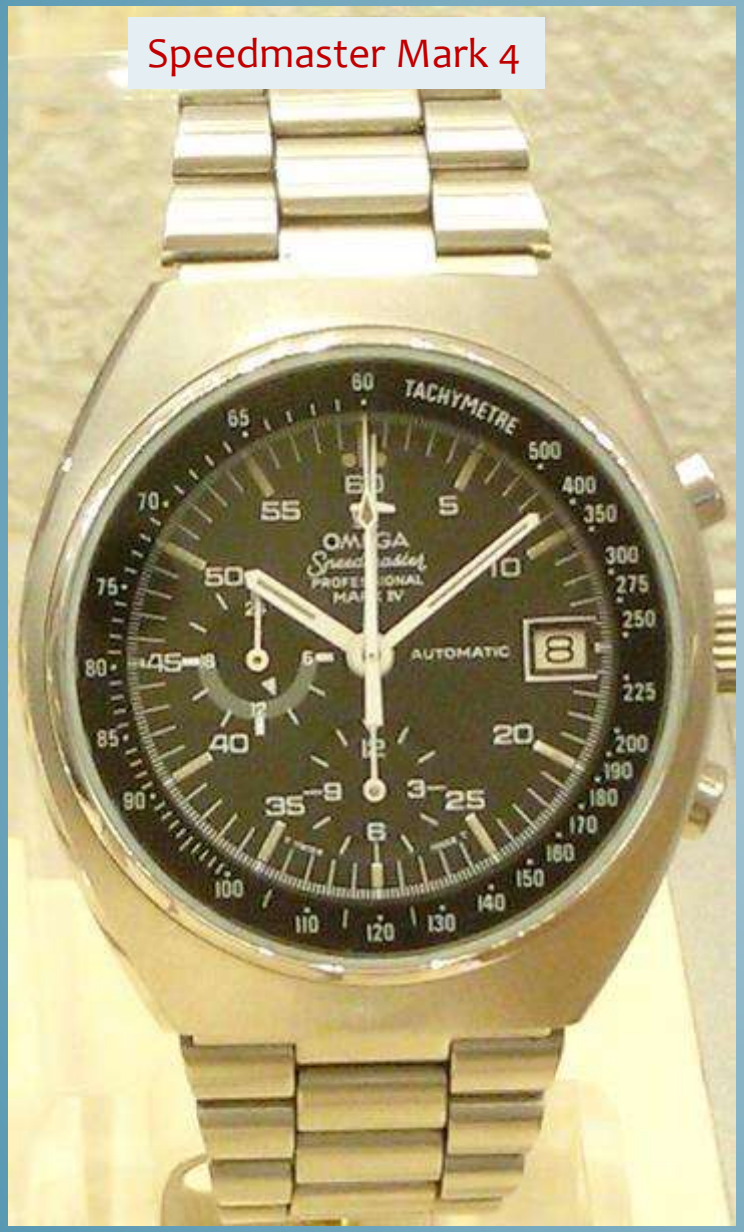
Speedmaster Mark 2 with button pusher tools

Speedmaster Mark 3

Speedmaster Mark 2 racing dial

LATER EVOLUTION OF SPEEDMASTER

Speedmaster Mark 4



Speedmaster
Mark 5
Non date

Speedmaster
Mark 5
Day date

LUXURY SPEEDMASTER

White gold Speedmaster Pro

Case 60 Luxury Speedmaster Series

LUXURY SPEEDMASTER: ARMIN STORM SKELETON

Gorgeous Speedmaster skeleton white gold Armin Storm series. Armin Storm was commissioned by Omega to create this special Limited Edition skeleton tool watch. The result: just stunning, isn't it?

The Yellow Gold version

LUXURY SPEEDMASTER: GOLD MOONPHASE

White gold Speedmaster Pro Moonphase white dial blue hands

White gold Speedmaster Pro Moonphase black dial

Yellow gold Speedmaster Perpetual Automatic

PIONEERING SPIRIT

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Pioneering spirit The term "pioneering spirit" is used so freely these days that it has almost lost its meaning. We decided to reflect on the term to determine whether it truly defines the Omega brand. It seemed like a good time to take a look at where we've been and where we're going and also at the explorers who, when they have blazed new trails and faced enormous challenges, so often wore Omegas on their wrists.

The Omega caliber – changing Swiss watchmaking forever

We describe elsewhere in the website that in 1848, when Louis Brandt founded the company that would become Omega, he already had ambitions that distinguished him from the other talented watchmakers in the Swiss Jura. Two years after opening his workshop, Brandt was travelling widely with his products. He travelled by stagecoach to the Leipzig Fair to show his watches and went on to the United Kingdom from there. He would also visit France, Belgium, Holland, Scandinavia, Austria, Italy and Sardinia. His sons, Louis-Paul and César, invested their considerable energies in the development of the *manufacture* system focused, as the name suggests, on manufacturing complete watches under the direction of a single business at one location.

The components were produced either in-house or from specialized suppliers. They moved their business from the Jura to the city of Bienne in 1880 and enjoyed immediate success. By 1889 it had already claimed the top-ranking position in the Swiss watchmaking industry. A year later, a new 19 ligne caliber for pocket watches was developed for eventual series production. It featured simple but highly reliable construction and offered unparalleled ease of servicing. Its components had been standardized to the point that they could be replaced with interchangeable parts whenever necessary. It was given the name Omega. The name was registered internationally as a trademark in 1894, giving birth to the only watch brand named for a caliber.

PIONEERING SPIRIT

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Omega descended from watchmakers who, by their very nature, were innovators and pioneers. It's little wonder that the brand would forge such strong bonds with maritime adventurers, aviators, explorers and others who were drawn to push themselves beyond their own limits and to extend the boundaries of human knowledge.

Omega's Ship's Chronometers

In the second decade of the twentieth century, OMEGA was routinely producing chronometers – that is, officially tested high precision timepieces whose deviation cannot exceed -4 to +6 seconds per day. Some of the most stunning products from the 1910s are the ship's chronometers that were presented in mahogany or Brazilian rosewood boxes. Their precision movements were secured with a gimbal suspension system that maintained the ship's chronometer in a horizontal position regardless of the list of the ship.

These remarkable clocks were early representation of Omega's long relationship with the maritime world and a reminder of the brand's long history of chronometric precision. Omega's chronometers have only ever been delivered with "mention for especially good results" – and this since 1894!

Amelia Earhart

Few people in the history of aviation have captured the public's interest and imagination to the extent that Amelia Earhart did. Although she and navigator Fred Noonan disappeared in 1937 on an attempted round-the-world flight, there has been decades-long speculation about the shy pilot's fate. Even now, three quarters of a century later, potential crash sites in the Pacific are being investigated in the hopes of solving an enduring mystery.

Earhart's Lockheed Electra 10E NR was equipped with a dashboard an Omega 39 CHRO chronograph. On her wrist, the most famous aviatrix of all time wore an Omega 28.9 chronograph and Fred Noonan sported and Omega Marine.

PIONEERING SPIRIT

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

They disappeared on the 2nd of July, 1937 and while numerous theories have been advanced over the years, to date, the exact location of where Amelia Earhart and Fred Noonan met their fate has never been conclusively determined.

Concorde

When the Concorde, the only supersonic airplane to offer regularly scheduled commercial service, took to the skies, the developers knew that they would the onboard clocks would have to be extremely reliable. When a plane is travelling some 700 metres a second, precision has to be measured in fractions of a second.
Omega's instrument panel clocks already equipped the pre-series supersonic airliners from 1967 and were part of every commercial flight from the first in January of 1976 until it was retired in November of 2003. The crew also wore Omega chronographs because for the fastest commercial aircraft in the world, accurate timepieces were absolutely essential.

Flightmaster "Pilot" version

Omega has had a long and rewarding relationship with pilots and pioneers of the skies. A direct line can logically be drawn from military pilots to Amelia Earhart to astronauts and cosmonauts and straight to the amazing Omega Flightmaster. The Flightmaster was introduced in 1969 and was designed expecially for pilots and international travelers. Nothing else in the Omega catalogue – or anywhere else – looked quite like it. With a second hour hand in blue for a second time zone, its black and green 24 hour sub-dial at 9 o'clock and red or yellow hands for the chronograph function, it stood out on any wrist.
The dial was also distinguished by a totally enclosed moveable bezel. The satin-brushed steel case featured five pushers which controlled the setting of the main hour and minute hands, the second hour hand, the position of the bezel and the chronograph function.

PIONEERING SPIRIT

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

An advertisement of the day read, "A black face and revolving bezel do not make a special watch for airline and private pilots. You need all the advanced features incorporated in this new Omega Flightmaster,a wrist chronograph derived from the famous Speedmaster – official watch of the Apollo astronauts. We sent that one to the moon before we checked out this one for the jets."
At the time, Omega didn't realize that the Flightmasters were also involved in their own adventures in space on the wrists of Soviet Cosmonauts who would continue to wear the dedicates pilot watches until 1974 when they started preparing for their meeting with American astronauts during the Apollo –Soyuz mission in 1975.

Solar Impulse

When men and women have sought new aeronautical challenges, Omega has often been their timepiece of choice. We have looked at an aviatrix who charted a course into unknown territories and came to a mysterious end. We have remembered the fastest commercial aircraft ever designed – it allowed passengers to breakfast in London and lunch in New York. We have re-examined a watch designed to meet the needs of jet pilots but which also found its way into space strapped to the suits of brave cosmonauts. But Omega's adventures in the sky are not always limited to the fastest aircraft with the most powerful engines. The brand is now involved in a completely different kind of challenge that is positioned to contribute to the scientific and ecological development of alternative means of sustainable energy for the future.
Omega is a Main Partner in the Solar Impulse project, which aims to circle the globe in an airplane powered only by the sun, providing not only financial support to the project but significant technological expertise. For example, the OMEGA Instrument, designed by Swiss aeronautics legend, Claude Nicollier, indicates flight path and lateral drift and can be read easily by the pilot.

PIONEERING SPIRIT

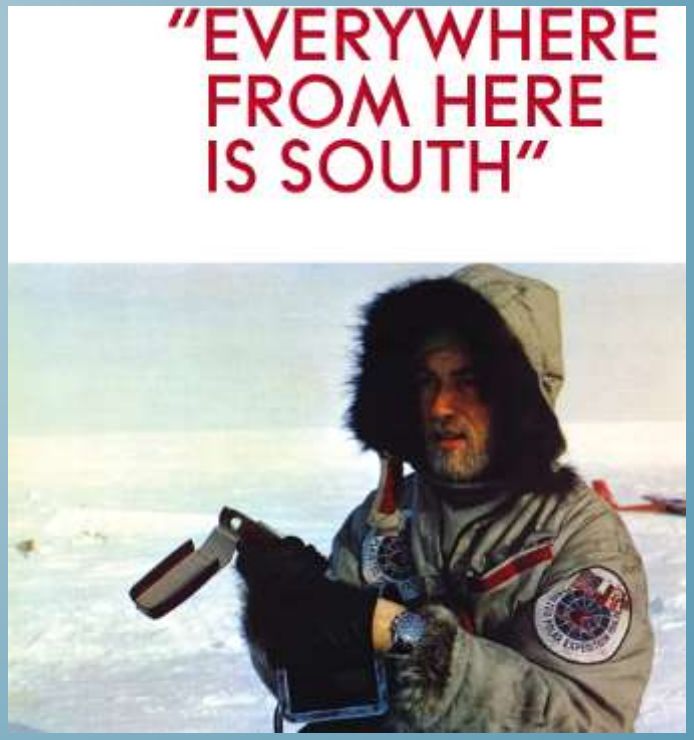
SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The lightweight landing light system that delivers an astonishing watts per weight ratio was also designed by Omega's engineers. On each wing is a set of LED landing lights whose brightness is amplified by a correlation lens. The lights are all protected by very strong windows made from the same resilient plastic used in Swatch watches. The entire lighting system (including wiring) weighs less than two kilograms!
With a flight speed no greater than that of a fit bicyclist, Solar Impulse shows that in some cases, the way – in this case a flight path around the world – is indeed the goal.

Omega on the top – and the bottom – of the world

Ralph Plaisted leads the first surface expedition to reach the North Pole

Ralph Plaisted seems at first glance an odd explorer to lead the first expedition team to reach the North Pole. The Minnesotan was an insurance salesman and avid outdoorsman who was smitten with the first snowmobile he ever saw. Friends said that as he was such an advocate of the winter vehicles, he should drive one to the North Pole. His party, armed with sextants and Speedmasters to keep accurate track of their locations, reached their final camp after travelling more than 43 days from Canada's Ward Hunt Island. They had begun the 412 mile journey on March 9th. Both Robert Peary and Frederick Cook claimed to have reached the North Pole but doubts had always lingered due to inconsistencies in their stories. There was no doubt that the sextants and Speedmaster chronographs had led Plaisted and his party to their goal. A United States Air Force C-135 flew overhead confirming that they were exactly at the North Pole.



PIONEERING SPIRIT

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Reinhold Messner and the 'last possible land journey on earth'

In February of 1990, Arved Fuchs and Reinhold Messner completed a travers of Antartica after a torturous 92-day, 2,800-kilometre trek on foot. Through temperatures of -40° C and blizzard winds of up to 150 km per hour, they made their way across the Thiel mountains to the South Pole, and continued on to McMurdo Sound on the Ross Sea. On his wrist, Messner, who is often called the most important living explorer, wore an OMEGA Speedmaster. The picture of the adventurer, taken at the South Pole on December 13, 1989, shows that OMEGA's chronographs had proudly served adventurers both on the top and the bottom of the world.

From the depths of the oceans to the surface of the moon and everywhere in-between when mankind has set out to push back the boundaries of the unknown or redefine our capabilities there has often been an OMEGA watch on their wrist.

It only seems fitting somehow that the pioneers who redefine our world often rely on watch from the brand which has been such a pioneer in the world of watchmaking.

PIONEERING SPIRITS: FLIGHT AND PILOT WATCHES

While Moon and Space program are probably the culmination of Omega contribution (...and most leveraged for their marketing machine only matched with James bond franchise) to the horology world, Omega also made significant contribution to lesser glamorous flight world.
Here is the flight blocks location

Early flights Advertisment plaque

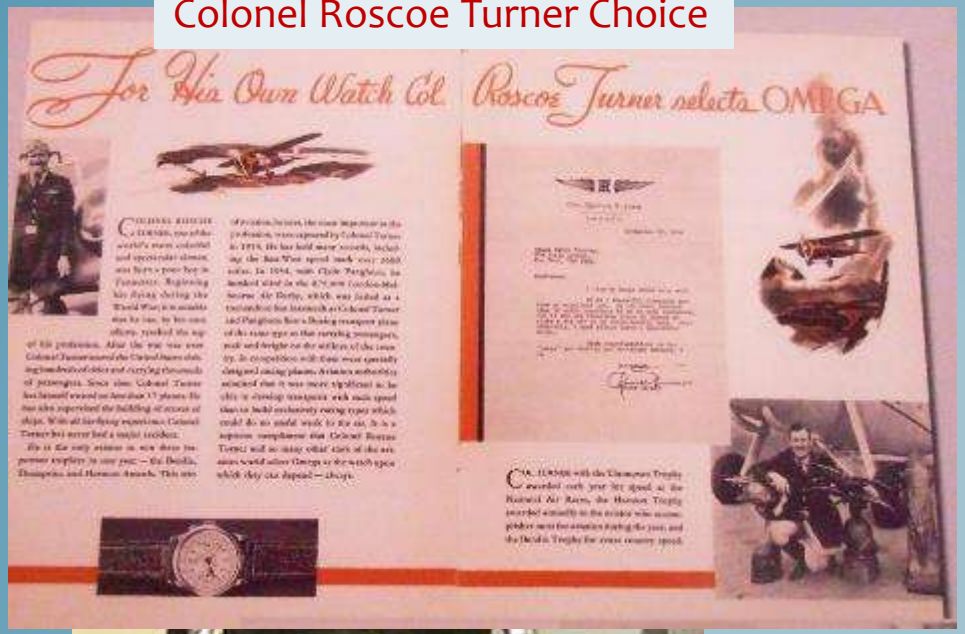
EARLY FLIGHT AND PILOT WATCHES

Case 102 The early flight watches

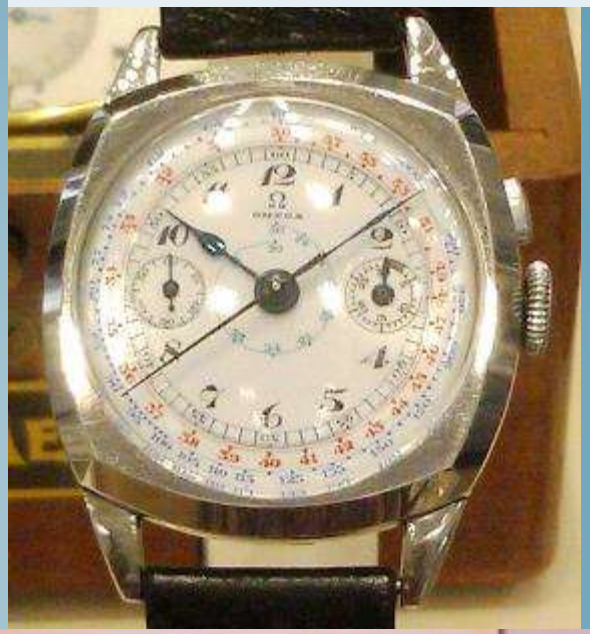
Big Pilot watch

EARLY FLIGHT AND PILOT WATCHES

Colonel Roscoe Turner Choice



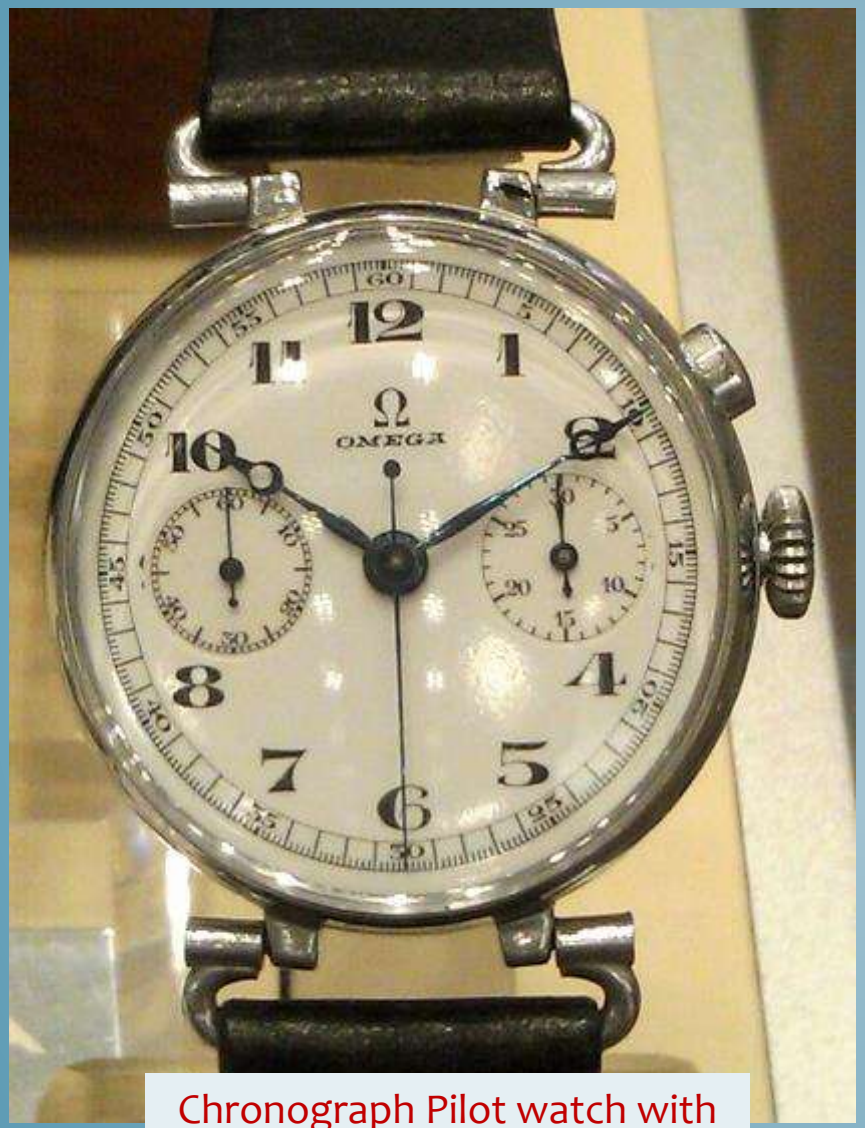
Chronograph Pilot watch.... see the 3 minutes mark in subdial



Early Pilot watch

Amelia Erhardt flight

EARLY FLIGHT AND PILOT WATCHES



Chronograph Pilot watch with handsome blued steel hands

Pilot pocket watch

World time pocket watch

LATER FLIGHT AND PILOT WATCHES

Case no 103 Later Flight instrument and Pilot watches. The flight instruments at left are from Concorde plane.

LATER FLIGHT AND PILOT WATCHES

Flightmaster Cal 911 solid gold watch. Probably the heaviest Omega solid gold watch.

LATER FLIGHT AND PILOT WATCHES

Flightmaster 910 with Orange hand

Flightmaster 910 Yellow hand for cockpit light

LATER FLIGHT AND PILOT WATCHES

Flightmaster 911 yellow hand for infa red cockpit lighting

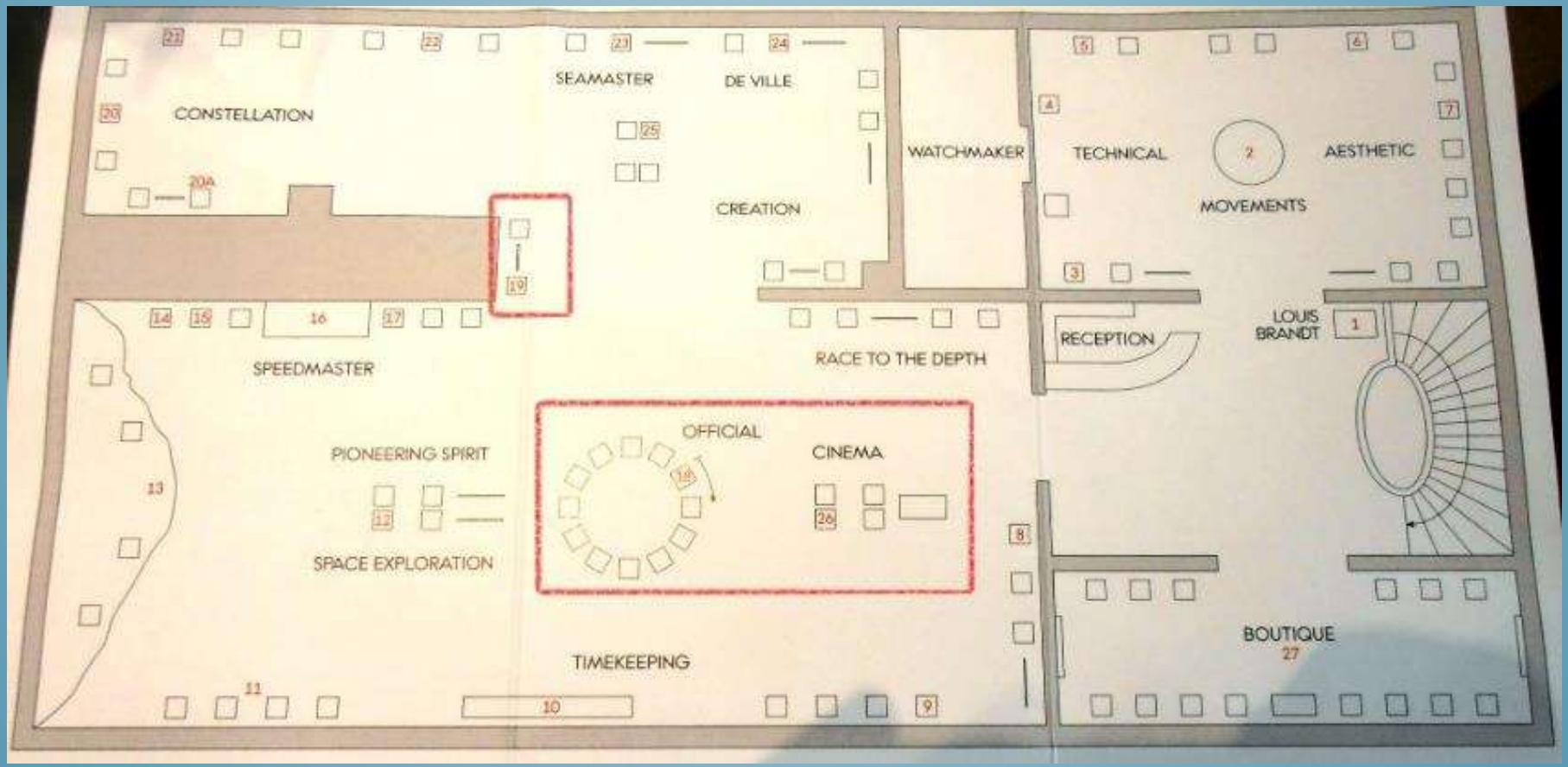
Flightmaster 911 ordinary orange hand with strap

Part E: Art, Official and Movies

Power and Glamour, ultimate seduction

SECOND CHAMBER: THE ART, OFFICIAL AND MOVIES

Next from Space and Flight section, at the mid section of chamber and alley to third chamber, we will meet Art, official and movies property watch cases.



CREATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Putting the "art" in the art of timekeeping

For many people, the words 'Omega watch' conjure up technical performance, record precision, Olympic timekeeping and Moon landings. And there's no question that these are all key, defining elements of the brand. But along with the technical innovations and the adventures, Omega has also been obsessed with the aesthetics of its watches. From its beginnings, the brand set the standard in jewellery, jewelled watches and luxury watchmaking.

Omega's designs have led to numerous coveted awards since 1896. It collected gold medals and grand prizes at international and universal exhibitions in Brussels, Paris, Milan and Barcelona. It also claimed the Decorative Arts of Paris prize in 1925 at the exhibition that gave art deco its name. Add to that its Diamonds-International Awards, seven Golden Roses of Baden-Baden and its Prix de la Ville de Genève, and another important part of Omega's legacy is recalled.

Omega has always seen time and beauty as inseparable. The artists who have created masterpieces for the brand were not only concerned with making stunning watches and clocks whose designs would endure but were also fascinated by the mystery of time. They were intrigued by the transient, fleeting meaning and beauty of a moment and giving it a sort of immortality through their art. Did they succeed?

If you were to take a leisurely stroll through the Omega Museum, you might very well select a different set of watches as the best representatives of the aesthetic face of the brand's timekeeping but . . . we don't think you'll argue too vehemently with the choices on these pages.

CREATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Greek Temple watch, 1900

In 1900, just six years after the Omega movement was introduced commercially, the company created the Greek Temple watch. It claimed both a Gold Medal and the Grand Prize at the Universal Exhibition. It represented the façade of a Greek temple with various motifs in relief. The enamel dial, which was painted in black and terra cotta tones depicts, appropriately, Chronos, the Greek god of time. Other Greek gods and warriors decorate the 18 Ct gold case and two winged griffins protect the temple.

Omega's luminescent ladies' luxury . . . made in France! 1946

In 1946, Omega introduced an 18 Ct red gold diamond-set wristwatch that was the first to feature a “tubogas” bracelet, a feature later used by many brands within the industry. This very rare model of French production is created by Maison Brandt Frères Paris It was memorialized in an advertisement with a characteristic drawing by the era's leading fashion illustrator, René Gruau. This iconic advertisement finishes with the words "Union of precision and the aesthetics," an idea that has always characterized OMEGA.

CREATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Omega Flowers, 1955

One of the stars at Baselworld in 1955 was the Omega "Flowers" lady's jewellery secret watch. It was a unique model in 18 Ct mauve and yellow gold set with 38 brilliant-cut diamonds and 17 coloured diamonds. It was the first watch in the world created with mauve gold. At the time, Omega described it this way: "The tasteful blend of jonquil and cognac diamonds that enhance this model make it an absolutely original piece, one that could not be reproduced. One of the meticulously shaped flowers, opening in the middle, uncovers the watch. While the bracelet is in yellow gold, the leaves are made of mauve gold. This is a style of the precious metal that has never been applied to watches; up to now, only creators of jewellery have occasionally used mauve gold to obtain nuanced and delicate effects with light." It's easy to understand why it could never be duplicated!

The Omega Grand Luxe, 1956

The Omega Grand Luxe jewellery watch from 1956 was created in 950 platinum. It's bezel and lugs were set with 32 baguette, square or conical diamond with a total weight of about 2.5 carats. The bracelet was set with 48 baguette and trapezoid sapphires (about 12 carats). It took about a year to assemble the necessary quantity of sapphires of identical colour.

CREATION

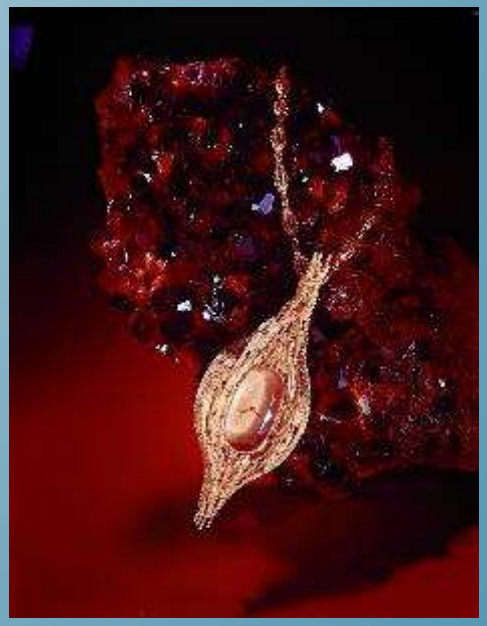
SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Moldavita, 1964

One of the most prestigious of Omega's jewellery pieces was the Moldavita, designed for the New York World's Fair in 1964. It was designed by Gilbert Albert who, as a winner of ten Diamonds-International Awards, had distinguished himself as one of the world's most talented jewellers. It conveyed a vision of the future by pairing an extremely rare 7.5 gram gem-quality moldavite – a type of glass formed following the impact of a meteor – set on the pendant and Omega's smallest and most accurate ladies' automatic movment. The extraordinary piece took its name from the moldavite. The example in the Moldavita is amazingly symmetrical and it turns bright green when light passes through it. The chain and the rest of the pendant consist of 18 Ct yellow gold and platinum.

The "Harvest" from the "About Time" collection, 1970

Andrew Grima, who designed the "About Time" collection, was one of the world's best known jewellers. He had been honoured with an impressive array of prizes including twelve Diamonds-International Awards and his clients included the British royal family. He was commissioned by Omega to create a highly aesthetic avant-garde collection. Grima was given a free hand and chose to stick to one principle: he would create the watch around the dial, no matter what its form or dimension. The collection ultimately consisted of 55 watches and 30 matching pieces of jewellery. The unique "Harvest" pendant in the collection was inspired by wheat sheaves and featured a facetted quartz crystal. It had a solid gold dial with riveted baguette hour markers at 12 and 6 o'clock, black baton hands and a case on hinges at 9 o'clock



CREATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Premonition of Drawers, 1973

One of the best-known of the creations in the Omega Museum is a sculpture called*Prémonition des Tiroirs* (The Premonition of Drawers) by Salvador Dali. Dali was one of the fathers of surrealism and some of his best-known paintings featured melting clocks. When he created this bronze sculpture in 1973, t*he* founder of the bronze came to Omega for the movement. Luigi Viando, who was the brother of the founder, was Omega's head*designer*. The female figure depicted in the sculpture has a number of drawers coming from her chest, stomach and leg. As is so often the case with surrealistic art, you are left to interpret the sculpture's hidden meanings.

Other artistic treasures

Considering some of the watches described here serves as a reminder of just how artistically creative Omega's designers have been over the years. It was suggested earlier in this article that you might find some watches in the Omega Museum that you would choose as the best representatives of Omega's tradition of aesthetic excellence. We hope that you'll take the opportunity to visit and let us know which models in our collection strike you as the most compelling

THE ART WATCHES

Art watches wall

Case 61 The first art object is done by Salvador Dali, Prémonition des Tiroirs (The Premonition of Drawers). As is so often the case with surrealistic art, you are left to interpret the sculpture's hidden meanings.v

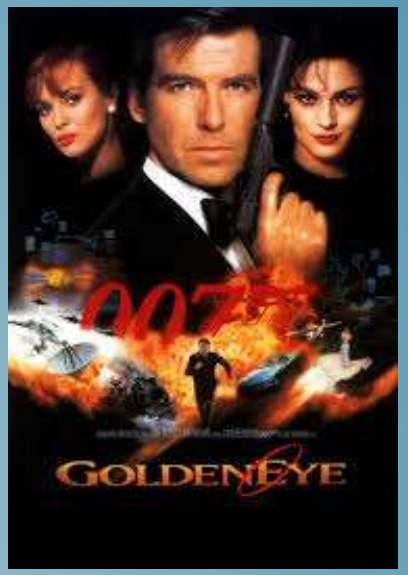
THE ART WATCHES

THE ART WATCHES

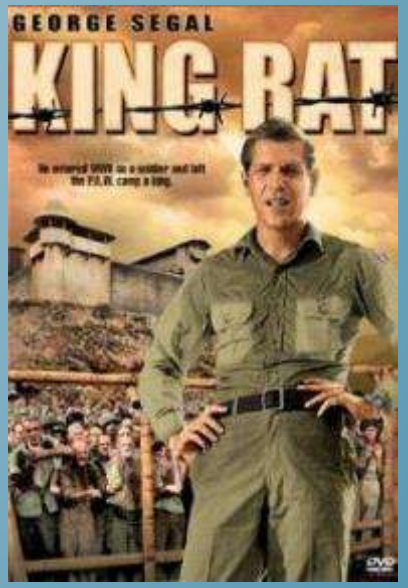
Case 62 Arthur Rimbaud
Automaton Alpha Omega

FILM

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE



OMEGA's history in film "And the Academy Award for the best performance by a timepiece in a feature film goes to . . . Omega!"
While an Oscar has never been awarded to a wristwatch, it's not hard to imagine which Swiss brand would be nominated on a regular basis.
By the time James Bond first appeared on the big screen wearing a Seamaster in *Golden Eye* (1995), Omega had already played a supporting role in a number of blockbusters. The brand's history made the film careers of the watches inevitable. Any director wishing to make a historically correct film about the Second World War, NASA or the Olympic Games would have to include a role for Omega.



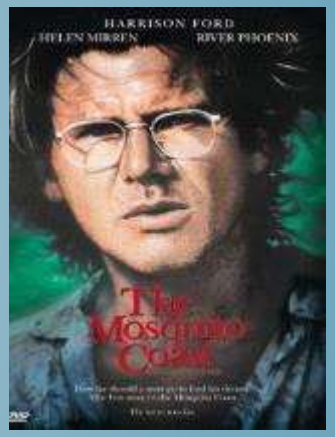
Historical accuracy, however, was not a theme when Omega made its first documented cinematic appearance in *The Exile* in 1947. Though the film was about Charles II of England's exile in Holland during the Second British Civil War in about 1648, Rita Corday (credited as Paule Croset), wore an Omega wristwatch in her role as Katie, the beautiful farm girl who captured the heart of the king, played by Douglas Fairbanks, Jr. Cynics might suggest that this was a result of the fact that the actress's father, a retired member of the Swiss diplomatic corps, was Omega's main agent in China at the time the film was made.
Omega was first featured in a screenplay in *King Rat* in 1965. Set in a Japanese POW camp, the title role is played by George Segal. He was given the name because he bred rats in the camp to supplement the prisoners' meagre food rations. In one memorable scene, King Rat trades an Omega for a succulent rat. Bon appétit! It was also in 1965 that the first Speedmaster in space appeared in a movie, this one about the Gemini V mission. From that time, the Speedmaster has been the standard in the majority of films about the American space program, both fictional and those based on actual events.

FILM

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

In the 1971 cult classic, *The Omega Man*, the hero Robert Naville, portrayed by Charlton Heston, wears an Omega as he searches the streets of post-apocalyptic Los Angeles for a group of plague-infected nocturnal mutants known as The Family. They are trying to kill him as he is the last "user of the wheel".

Omega's presence in the movies increased dramatically in the eighties. In *The Mosquito Coast* (1986), Harrison Ford plays Allie Fox, a disgruntled American inventor who starts a new life in the jungle by creating a small township. In the film he gives his Seamaster to Herr Haddy, portrayed by Conrad Roberts, a member of his new settlement. Herr Haddy later trades the watch for a boat that he christens the "Omega".



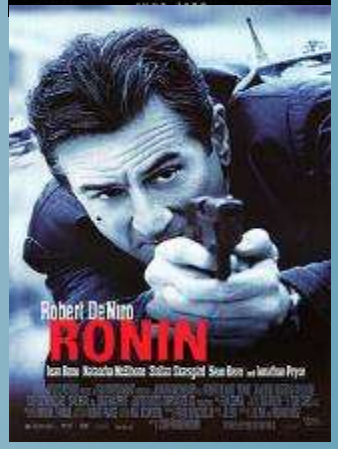
In 1989 the life story of Jacques Mayol was made into a movie. Mayol, the first free diver in the world to descend to 100 meters (330 feet), broke his own record in 1986, testing the new Seamaster 120 while diving to a depth of 101 meters. He followed this with yet another record-breaking dive to 105 meters below the ocean's surface when he was 56 years old. The film, *Le Grand Bleu* (The Big Blue) told his story and led to worldwide fascination with the sport of free-diving. Inevitably, it featured the Seamaster

FILM

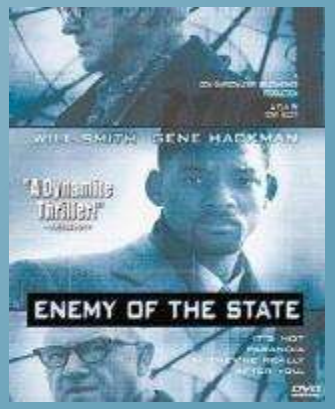
SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

In the nineties, OMEGA celebrated the fiftieth anniversary of its first documented film appearance and 1995 alone should have earned it a star on the Hollywood Walk of Fame. That was the year that the Seamaster made its debut as the choice of the new Bond, Pierce Brosnan. Since *GoldenEye*, released that year, 007 has never been without an OMEGA Seamaster. It was also in 1995 that the Speedmaster spent as much time on screen as any actor in the blockbuster *Apollo 13*. As was the case on the actual mission, the Speedmaster plays a pivotal role in the plot and almost every member of the cast wears Omega watches.

In the same year, Jack Lemmon plays a former American President in the political comedy, *My Fellow Americans*. When he is trying to get a truck driver to give him a ride, he offers his watch as payment exclaiming, "That's a Constellation. It was given to me by Gorbachev!" The dialogue indicated that the screenwriter had an eye for detail. Former Soviet President Mikhail Gorbachev had, in fact, worn an OMEGA Constellation.



OMEGA has often featured prominently in action films. Robert De Niro was wearing a Speedmaster in one of the greatest screen car chases of all time in *Ronin* released in 1998. In the political thriller, *Enemy of the State*, both lead characters wear Omegas. The De Ville worn by Will Smith in his role of Robert Dean Clayton is central to the film's storyline. It is replaced by the FBI with a copy featuring a tracking device. Gene Hackman, an ex-agent who is in a position to help Smith, sports a Speedmaster.



FILM

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

With the arrival of the 21st century, Omega continued to be one of the most in-demand watches on the silver screen and each year makes dozens of cinematic appearances.
At the Omega Museum, there is a dedicated display of some of the watches that have been featured in a range of important films. There are Seamasters that were used to help James Bond escape from dangerous situations, to detonate a bomb and to generate enough light to calm the nerves of his (always temporary) love interest. Maybe she had been worried about the "Bond girl curse".

There are also watches that appeared on the wrists of Brad Pitt in *Seven Years in Tibet*and Tom Cruise in *War of the Worlds*. The De Ville Hour Vision worn by George Clooney in his Oscar-nominated performance in *Up in the Air* is also part of the collection. Not surprisingly, along with the Speedmasters worn in space, there are Speedmasters worn in films about space.

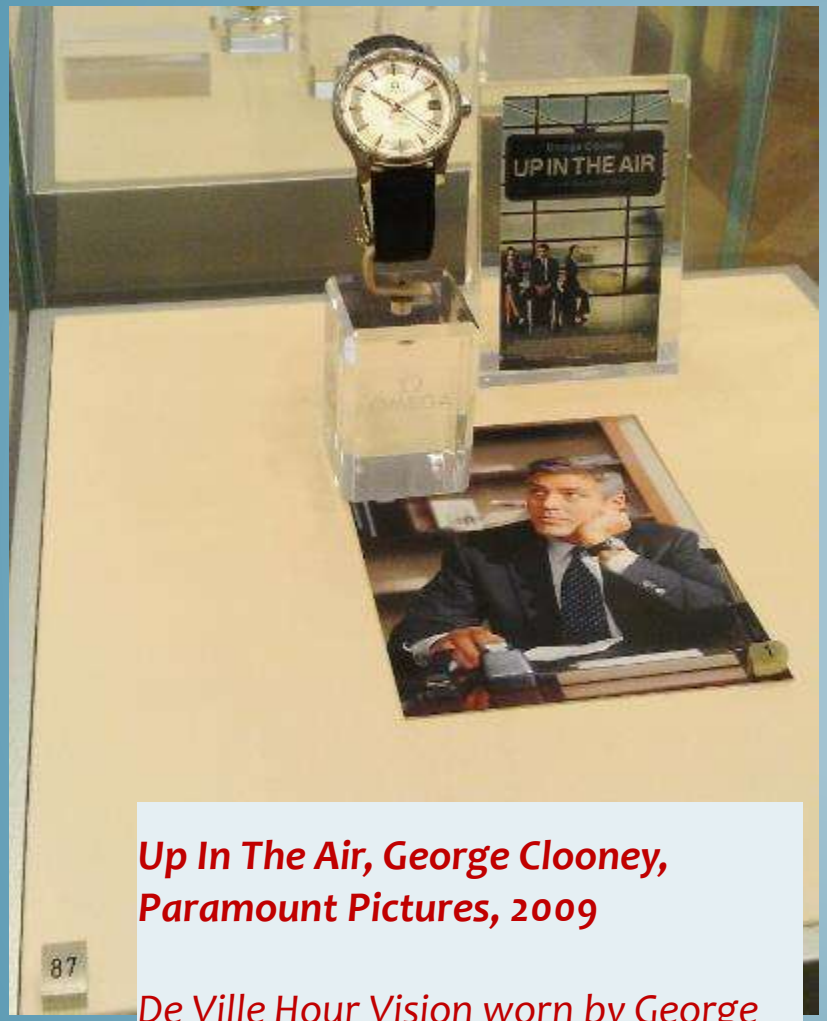
While Omega's watches await their elusive Oscar nominations and their much overdue star on the Hollywood Walk of Fame, the Museum in Bienne is still the best place to experience one of filmdom's favourite brands.

MOVIE WATCHES

From authenticity purpose, or the star request, to pure marketing machine, Omega watches are the star in many movies.

Case 86 James Bond Quantum Solace watch Omega Planet Ocean

MOVIE WATCHES



Up In The Air, George Clooney, Paramount Pictures, 2009

De Ville Hour Vision worn by George Clooney in his role as Ryan Bingham.

World is Not Enough , 1999

Seamaster Professional worn by Pierce Brosnan as James Bond… …with its pneumatic support function

MOVIE WATCHES

War of the worlds , Tom cruise watch

WAR OF THE WOR

Cette montre a été prêtée à l'acteur américain Tom Cruise, pour les besoins du film "War of the Worlds", sorti en 2005.

Diese Uhr ist dem amerikanischen Filmschauspieler Tom Cruise ausgeliehen worden, der sie im Fil War of the Worlds" im Jahre 2005 getrage.. hatte.

This watch was lent by the OMEGA Museum to the American actor Tom Cruise, for the filming of "War of the Worlds" in 2005.

MOVIE WATCHES

Seven years in Tibet watch

OFFICIAL

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

OFFICIAL

Renowned wrists and prominent organizations In its long history, Omega's watches have found themselves on the wrists of world leaders, rock music icons, adventurers and spies. As "the Swiss watch", the company was also often commissioned to create special pieces for important organizations or memorable events. Each of these timepieces is a testimony to the global strength and the worldwide reputation of the brand.

Leaders who made history

One of the most popular watches on display in the Museum is the one worn by President John F. Kennedy at his inauguration as America's 35thpresident in January of 1961. The watch, which had been presented to Kennedy by Grant Stockdale prior to the election, bears a prophetic inscription on the case back: " President of the United States John F. Kennedy from his friend Grant".

Ras Tafari Makonnen commissioned six stunning watches for his coronation at which he became the Ethiopian emperor, Haile Selassie. The charismatic emperor, who was thought to be a direct descendent of King Solomon and the Queen of Sheba, was one of the most influential leaders of his age and he was the initiator of the Organization for African Unity. His cousin, the Empress Zauditu, preceded him as head of the nation and like Haile Selassie, also relied on her Omega pocket watch.

Soviet President Mikhail Gorbachev was often photographed wearing his gold Constellation Manhattan and the watch was present at some of the most momentous events in the history of the twentieth century. Reference is made to the watch in the comedy film My Fellow Americans (see the "Film" section of this website).

Pope John Paul II wore an Omega De Ville "Classic". The Pontiff, who was head of the Roman Catholic Church for more than 26 years, was another world leader who made an indelible mark on world history during his reign.

OFFICIAL

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The beat of rock n' roll

While Omega's watches have been carried or worn by some of the most significant international political and religious leaders during some of the 20th century's defining moments, they were also present at many of the most critical junctures in pop music. Elvis Presley has been photographed wearing an Omega while he was serving in Germany as a member of the U. S. Army. His watch was classy enough for the King of Rock 'n Roll but rugged enough for a soldier. Buddy Holly was wearing his 14 Ct white gold ultra-thin Omega when his plane crashed in February of 1959 – the day the music died.
Omega was keeping the beat in the 1960s too. Ringo Starr had a Constellation that he'd received in 1961 and wore it at times on stage with The Beatles.
Elvis, Buddy and the Beatles. It's hard to imagine a better pop music pedigree.

Organizations Railroads

Organizations that relied on precision timekeeping also turned to OMEGA. Some of these were industrial groups – for example, railroad companies. Historically, no profession relied more on the precision of their timepieces than the railroads. Engineers and conductors worked to strict timetables and they needed watches and clocks with a high level of accuracy. One of the great ironies is that as the years passed, trains tended to become less punctual in many places in the world when time became centralized and it wasn't the conductor's watch which ran the show. An exception? Switzerland, of course. It shouldn't be surprising that punctuality is part of the culture.
But OMEGA's watches were prized by railroad professionals in China, the United States, Canada and much of Europe.

OFFICIAL

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Shooting

In the late 19th and early 20th centuries, shooting matches were a national sport in Switzerland and OMEGA was among the main suppliers of shooting watches – watches that were presented to shooters who had performed particularly well. Switzerland's shooters participated in matches at the cantonal, national and international level. The sport was known for its extreme precision – a centimeter could be the difference between first and second place – and OMEGA watches, with their split-second accuracy, were prized by the shooters who won them.

Military

OMEGA was a major supplier of watches to large ministries of defense, especially during the First and Second World Wars. The U.S. Army supplied its officers and soldiers in the Philippine Expedition with a specially-made enameled pocket watch in 1899. The company's timepieces would go on to be used by the armed and special forces of Britain, Burma, Cambodia, Canada, France, Italy, Lebanon, Norway, Pakistan, Peru, Sweden to name but a few.

No military officer was more forthcoming with his praise for the brand than Field Marshall Lord Montgomery who, during his holidays in Switzerland expressed his desire to visit the factories that produced the wristwatch he wore during the War, as did thousands of other British and Commonwealth troops. Lord Montgomery visited first in 1947 and again two years later when he was able to take more time to visit the assembling and finishing workshops.

More than 50% of all of the navigational watches used by the Royal Air Force during the War were Omegas.

OFFICIAL

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Other official watches

Over the years, Omega has also been commissioned to create special watches for corporations, sports clubs and federations and professional associations. Any organization that has wanted to express gratitude or make a statement with a watch defined by its quality and its accuracy turned to Omega, knowing that they would be provided with timepieces of exquisite design and unmatched precision.

It's difficult to imagine a watch brand that has been present at more of the world's defining events than Omega – and even harder to imagine one that has appeared on a more illustrious collection of wrists.

Visitors to the Museum will have a chance to see a selection of timepieces that is as varied as the men and women who wore them. And while they might seem as different from each other as the Emperor of Ethiopia from the King of Rock n' Roll, they each have the unmistakable heritage shared by one of the world's most respected watchmakers

OFFICIAL WATCHES

These are watches officially commisioned by royalty, society, company or government body for specific purpose. They are located in the middle of the main hall.

We started with Saudi royalty commisioned watches in Case 90. King ibn Saud was a fan of Omega watches.

OFFICIAL WATCHES: ROYAL SAUDI

King ibn Saud picture dial
Seamaster gold

Royal symbol pocket watch

All gold and diamond
Saudi royal symbol watch

OFFICIAL WATCHES: ROYAL SAUDI

King ibn Saud picture dial
Constellation Grand Luxe

King ibn Saud picture dial
Seamaster hooded lugs

OFFICIAL WATCHES: HIGH END RETAILER

Case 91 representing watches commissioned by famous retailer

Cartier black dial gold marine chrono

OFFICIAL WATCHES : HIGH END RETAILER

Cartier all gold Seamaster chronograph 320

Tiffany chronometer Omega

OFFICIAL WATCHES: OFICIALLY SECRET

Case 92 representing secretive society or company watches

Freemasonry is famous for its secretive organization. Called masonic watches, these are Omega watches commissioned for that organization.

OFFICIAL WATCHES : OFICIALLY SECRET

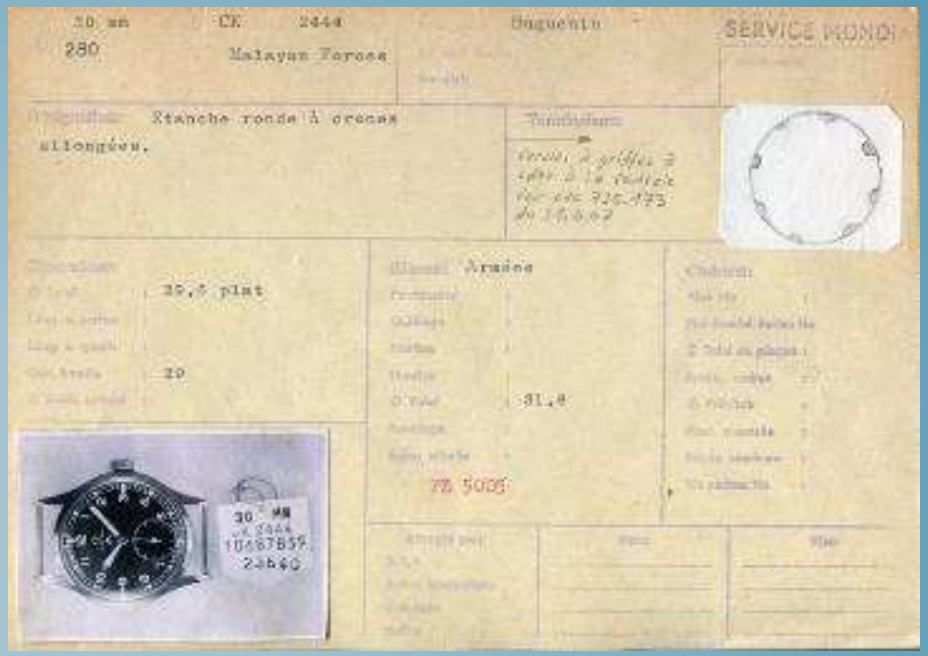
Interpol Chief watch

Another Freemasonry pocket watch

Coca Cola is known for its very secretive drink formula recipe. In commentary audio it was said: " It is more difficult to get original Coke recipe than to have the complete list of Freemason membership list"

OFFICIAL WATCHES: RAILWAYS AND MILITARY

Case 94 official military watches



OFFICIAL WATCHES: MILITARY

RAF thin arrow watch

US Corps watch

US Army watch case back

OFFICIAL WATCHES : MILITARY

Military pilot watch

Military pocket watch

British military watch. The front model was the biggest order that Omega has ever received all time. 110 thousands order by British government for WW2.

OFFICIAL WATCHES : MILITARY

RAF watch

Another RAF watch with subsecond

OFFICIAL WATCHES

Case 93 Official railways watch

Case 95 Official Shooting, Rifle and Gun watches

OFFICIAL WATCHES

Case 96
Eithopia
Royal
watches

King Haile Selassie and
his queen pocket
picture decorative
pocket watches

OFFICIAL WATCHES

Case 97 Official watches for Chronometer competition

1933 Kew Teddington Ship Chronometer record holder (no 1)

1950 Chronometer record wrist watch (no 4)

OFFICIAL WATCHES

Case 98 Musical watches

Minute repeater wrist watch

OFFICIAL WATCHES

Decorative pocket watches with minute repeater function

Another minute repeater gold pocket watch

OFFICIAL WATCHES

Case 99 Lawrence Arabia watch

His RAF chronograph watch

OFFICIAL WATCHES

Case 100 Other official watches

Prince Soraya gold watch

Prince Soraya platinum and diamonds watch

OFFICIAL WATCHES

Souvenir pocket watch presented during France President visit to Swiss

Railmaster CK 2914

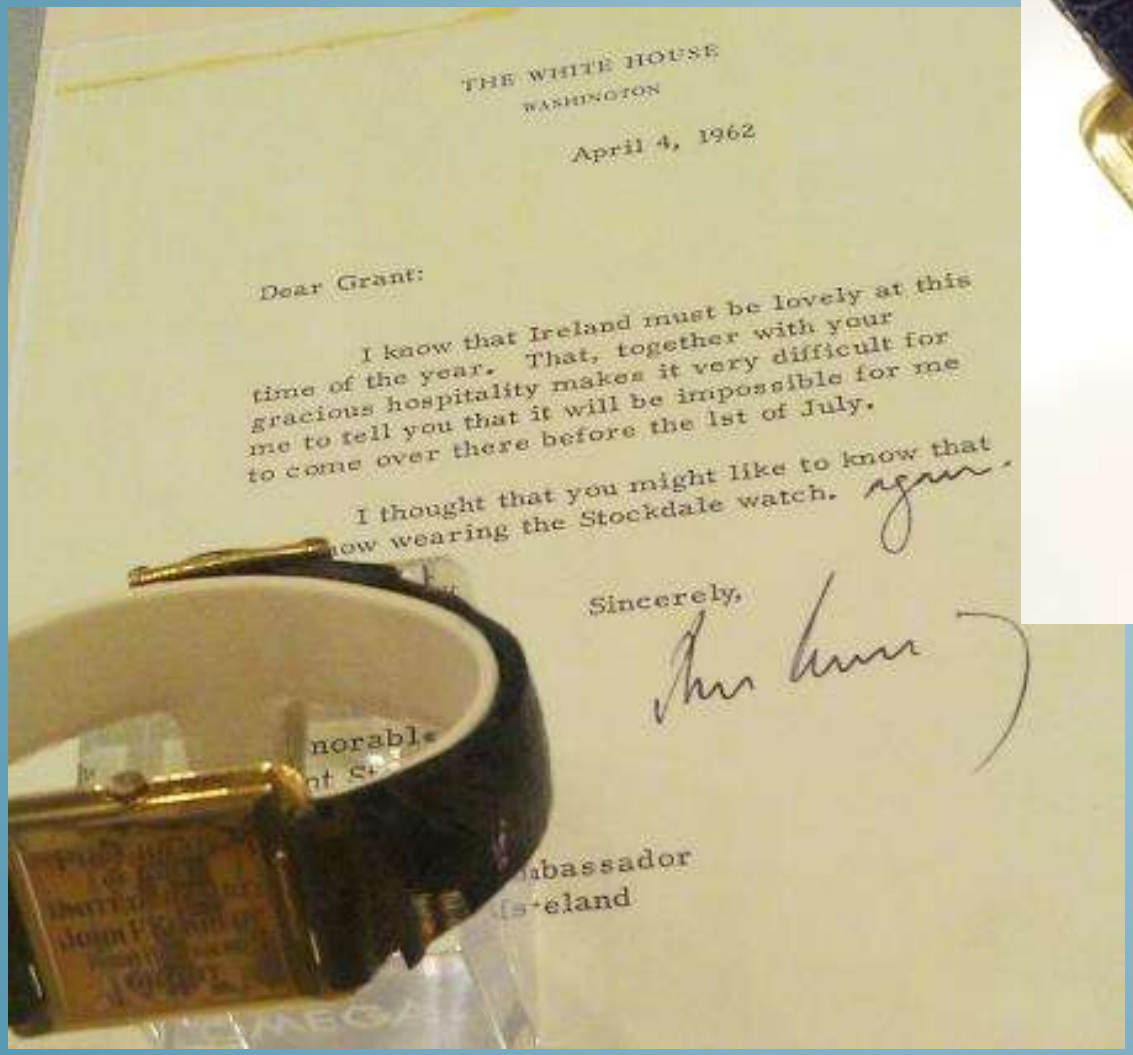
OFFICIAL WATCHES

Case 101 Legendary JFK watch

The caseback with inscription

OFFICIAL WATCHES

The letter to ambassador Grany stockdale



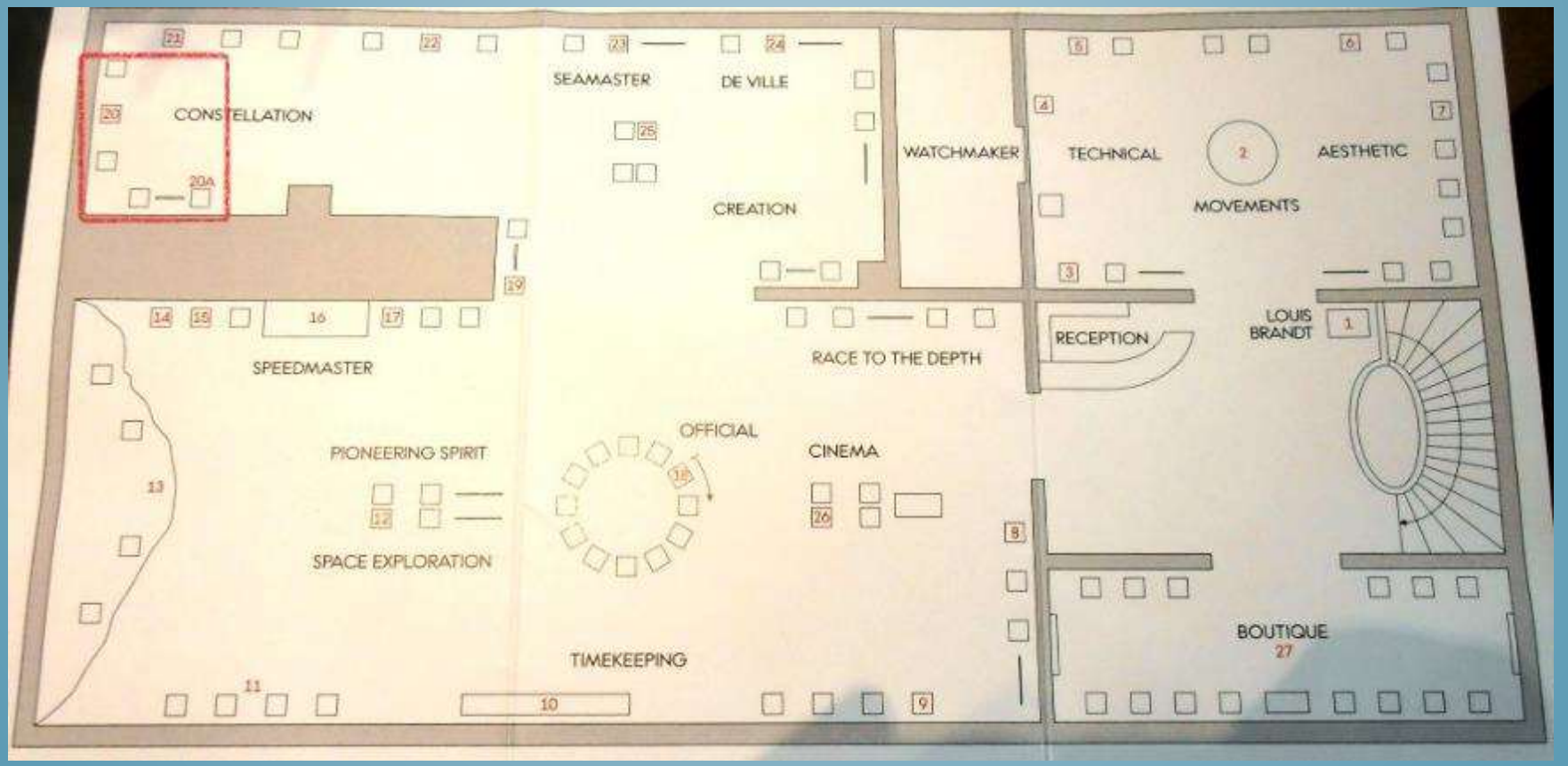
The watch

Part F: Constellation

When luxury meets accuracy

CONSTELLATION

Next in the tour, we will enter third chamber located adjacent to the main hall. At the left corner wall, there are 5 glass cases showing the Constellation line. From early Luxes to Double claw Manhattan design. From bumper 352 to Megaquartz. It's really a treat for Omega dressy watch fan.



CONSTELLATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

In astronomy, the term constellation refers to a group of stars whose movement through the celestial vault is consistent and predictable. What better name could there be for a line of watches whose name became synonymous with the world's chronometers?
In watchmaking, the name Constellation has been closely linked with the art of creating luxurious precision watches at the highest level since 1952, when Omega launched the family. It has always been defined by the combination of sumptuous yet elegantly refined cases and dials with ultra-precise movements.

The symbol of this line was to be the Cupola of the Geneva Observatory, where Omega had just reset its own record for precision in 1951, surrounded by eight stars representing its greatest chronometric achievements at the world's observatories including the 1931 "clean sweep" at the Observatory of Geneva where Omega broke the record for precision in every category.

The progenitor of the Constellation line is without doubt the appropriately named "Century", a limited edition self-winding chronometer wristwatch launched in 1948 to celebrate the firm's 100thanniversary. This watch, not intended for series production, was greeted with such enthusiasm that the decision was taken to create a watch with all the same qualities on an industrial scale. It started with the movements, which were all self-winding chronometers that had received the mention of "Especially good results" during testing.

CONSTELLATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The line would soon develop into a series of watches which were finished to different degrees. The Constellation available in steel or gold, the Constellation Deluxe only available in gold with applied gold indexes on the dial and finally the Constellation Grand Luxe, which was available in gold and platinum with corresponding dial and the so-called "Brick link" bracelet. The Grand Luxe model was delivered in a solid silver presentation box.

In the United States this line of watches was at first known as the Globemaster due to a trademark conflict which was resolved in 1956. Many of these watches simply have the Constellation star on the dial. Later OMEGA's American agent would produce a line of lower quality watches under the "Globemaster" name.

In 1958 the Constellation line was further expanded with the Constellation Calendar. It was available in the three different levels of finish from standard to Grand Luxe. At the same time the Constellation was advertised as being "For the man who already has a watch", an allusion to the fact that a Constellation was so much more.

The form of the Constellation remained little changed until 1964 when the so-called "C-case" watches were introduced. The name was a reference to the form of the case, which resembled two interlocked Cs. The change would also be incorporated in the first ladies' Constellation, launched in 1967.

CONSTELLATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

This period would see much diversification in the form of the Constellation line including square watches and many pavé diamond models. Probably the most significant would be the "Integral" line launched in 1969 based on a 1965 patent, whose hand-finished bracelet and case were integrated, thus forming a consistent and flowing design from one element to the other and back again. This form of integration would soon be adopted by many other brands and has become one of the main features of the luxury sports watch.

On August 25th of the same year, watch No.25699737 was delivered to its new owner. This “standard” model in steel would find its way back to OMEGA in 2005 for its normal service after which the owner requested that the watch be recertified as a chronometer. Impressively, just over 36 years later, on October 25th 2005, the watch was recertified a chronometer by COSC.

The 1970s saw the introduction of quartz technology to the wristwatch and this also applied to the Constellation line. Some of the most accurate watches ever produced in series were developed for the Constellation line, including the famous Marine Chronometer which is, to this day, the most accurate autonomous wristwatch and the only watch to be certified as a marine chronometer. However it wasn’t a Constellation Marine chronometer that stunned the watchmaking world with a 0 error rating. It was a calibre 1021 self-winding movement destined for a Constellation that held the distinction of achieving absolute perfection when it received its certificate marked “Especially good results”, showing a variation of 0.00 after 15 days of testing in five positions and at varying temperatures.

CONSTELLATION

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The next evolution for the line came in 1982 with the introduction of the Constellation "Manhattan". This watch introduced the four now-familiar "griffes" or claws which originally held the sapphire crystal in place and helped ensure the watch remained waterproof. It was an immediate success and has become the design standard for the Constellation line. Many of the features of this watch are still found on today's Constellations, including the half-moon facet on the lugs, the integrated hinged bracelet and indexes on the bezel. This watch has, over the years, found its way onto the wrist of many celebrities and world leaders, most notably, perhaps, Mikhail Gorbachev. The fact that Gorbachev was an OMEGA man also found its way onto the silver screen in the 1996 film, *My Fellow Americans*, when U. S. President Russell P. Kramer, played by Jack Lemmon, exclaims "That's a Constellation. It was given to me by Gorbachev!" after giving his steel and gold Constellation to a truck driver as payment for a ride.

2012 marks the 60th anniversary of this line which continues to set the standard for luxury watches and remains, as its original advertising claimed, for those "who want the finest watch that man can make".

CONSTELLATION GRAND LUXE AND DELUXE

Case 66 Early Constellation Deluxe and Grand Luxe. Considered by many as pinnacle of Constellation line all the time, the early Deluxe and Grand Luxe will make every Omega dressy watch fan fall in love. Find out why.....

Connie Rose Gold Grand Luxe pie pan scalloped dial with brick bracelet

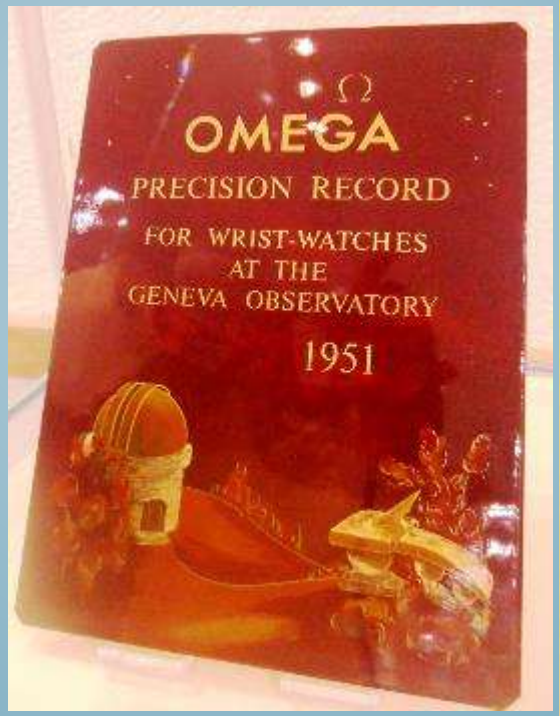
CONSTELLATION GRAND LUXE AND DELUXE

Superb Constellation Gold Cal 352 with Cloissone dial

CONSTELLATION GRAND LUXE AND DELUXE

Connie Yellow Gold Grand Luxe pie pan scalloped with brick bracelet

Precision record plaque for earliest Constellation



Platinum Connie Grand Luxe dome dial with diamond and brick bracelet

CONSTELLATION GRAND LUXE AND DELUXE

Connie Rose Gold Deluxe pie pan dial with bracelet

Connie Yellow Gold Deluxe pie pan dial with bracelet

CONSTELLATION GRAND LUXE AND DELUXE

Connie Grand Luxe gold dome dial with brick bracelet

Platinum Connie Grand Luxe dome dial with diamond

CONSTELLATION GRAND LUXE AND DELUXE

Commercial Constellation plaque

Constellation Grand Luxe advertisement

CONSTELLATION EARLY 50 AND 60

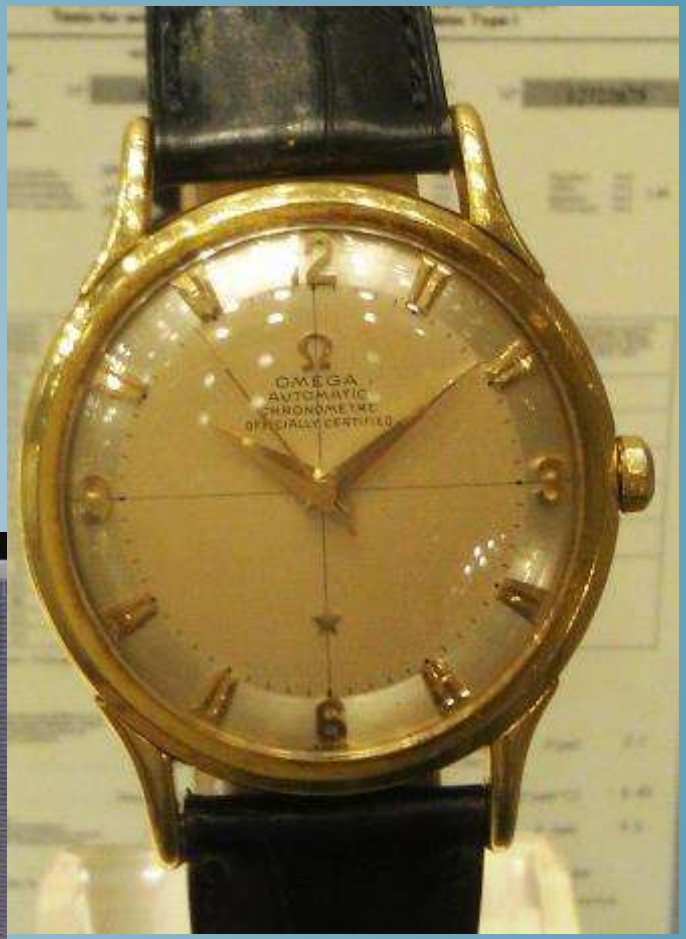
Case 67 Constellation in 50 - 60 era

Connie SS black dome dial with white gold arrow head marker

CONSTELLATION EARLY 50 AND 60

Connie silver pie pan dial

Chronometer certificate for Constellation



Connie Globemaster (no Constellation name) gold champagne two tone dome dial

CONSTELLATION EARLY 50 AND 60

Connie gold pie pan dial onyx insert marker with dog leg lugs

Connie gold pie pan with Bead of Rice bracelet

Connie gold black dial with arrowhead marker

CONSTELLATION EARLY 50 AND 60

Connie SS with dog leg lugs and black dial

Connie SS white dome dial

CONSTELLATION 70 AND 80

Case 65 Constellation in 70 - 80 era

Assymetrical bracelet Constellation with f300 Hz electronic movement Gold and SS

Constellation Gold emerald shape

CONSTELLATION 70 AND 80

Constellation SS emerald and square shape

Constellation Gold integrated bracelet

CONSTELLATION 70 AND 80

Case 64
Constellation
with Megaquartz
and Digital quartz
movement

Constellation Megaquartz
Aventurine dial all gold and
Stainless Steel version

CONSTELLATION 70 AND 80

Constellation Marine Chronometer with Megaquartz movement. The most accurate watch at its time.

Constellation digital watches

Constellation "Elephant" Megaquartz tear drop SS case

CONSTELLATION DOUBLE CLAW

Case 63 The famous double claw design: from early Manhattan to 3rd gen

All gold and diamond Connie double claw

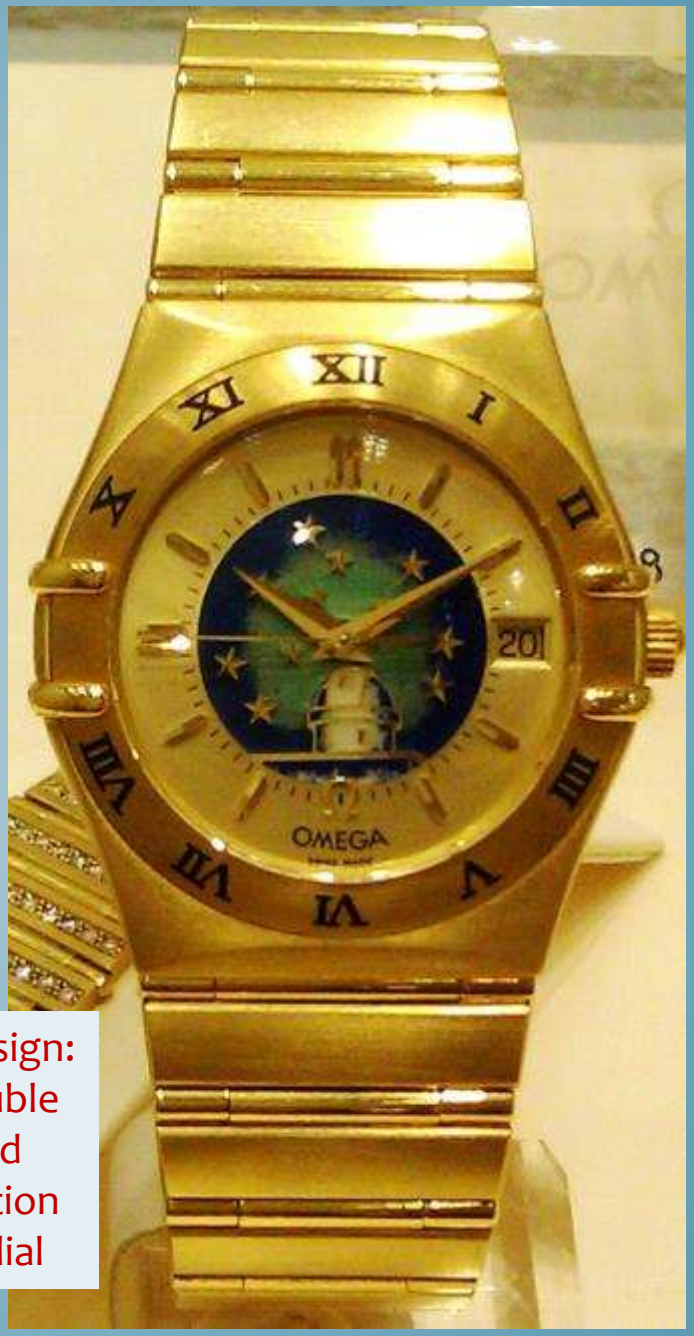
CONSTELLATION DOUBLE CLAW

Original double claw Connie two tone watches: "Manhattan"

150 Year anniversary Limited Edition Connie double claw

CONSTELLATION DOUBLE CLAW

Second gen two tone Connie double claw design



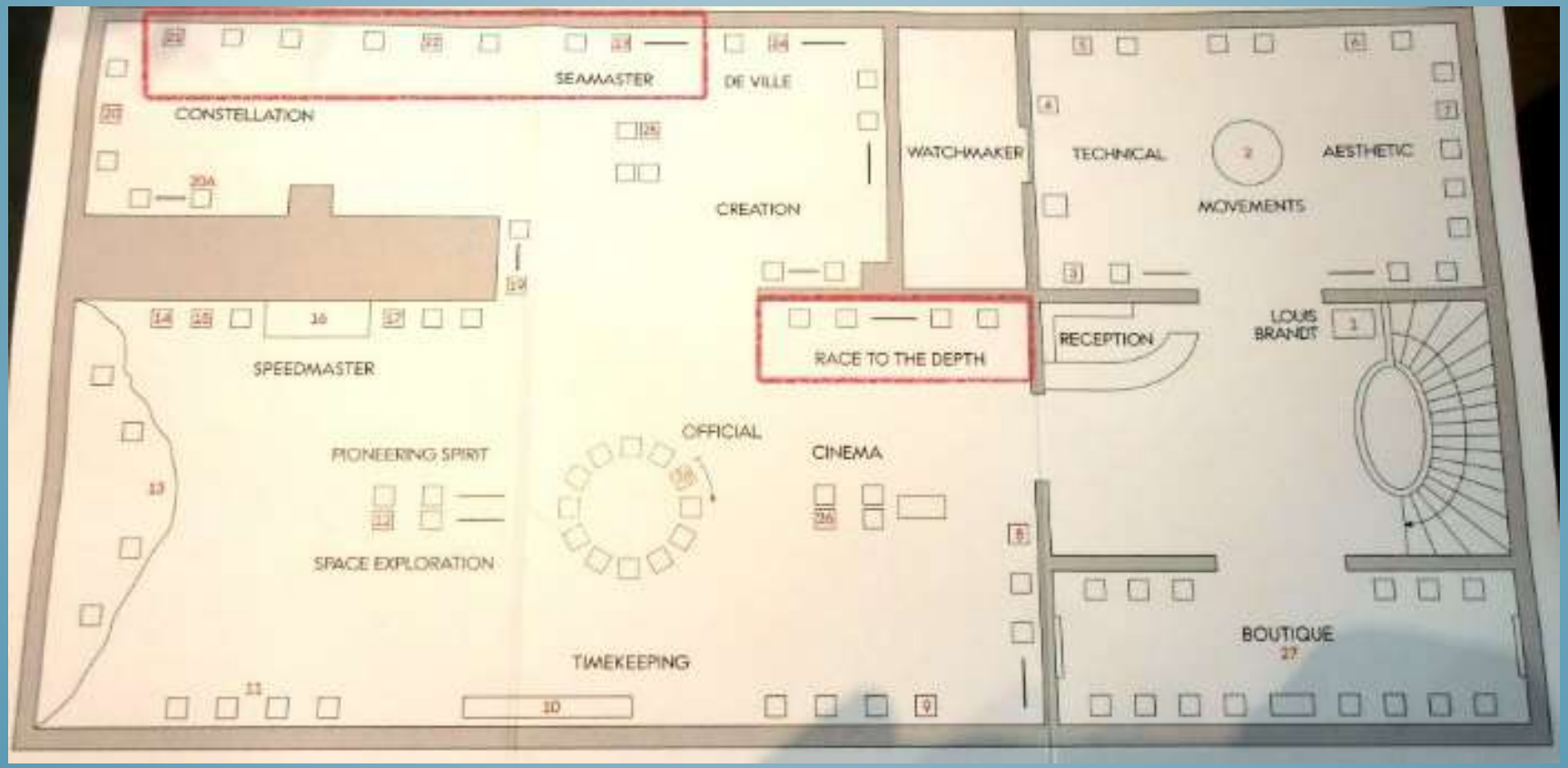
3rd gen design: Connie double claw all gold limited edition Cloissone dial

Part G: Seamaster and Race to the Depth

Mystery in the depth of the sea , intriguing discovery

SEAMASTER AND RACE TO THE DEPTH

For Omega diver watch lovers, next walls will be their treat. Glass cases of Seamasters are lined to be appreciated.

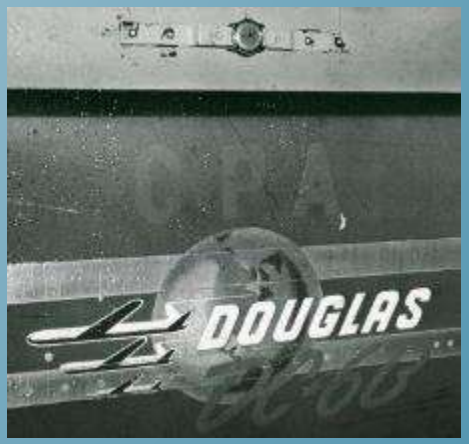


SEAMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Launched in 1948 to coincide with the brand's 100th anniversary, the Seamaster line is the oldest in the current collection. Loosely based on the waterproof wristwatches made for the British military at the end of World War II, the Seamaster was first intended as a robust yet elegant watch for active individuals who wanted a watch for "Town and Country".
The first watches were equipped with self-winding movements in both standard and chronometer versions, the latter being universally appreciated for their robustness, accuracy and reliability.

The key to these watches was the O-ring gasket. At this time, water-resistant watches generally used lead or shellac gaskets which were susceptible to temperature changes. The Seamaster, however, used a rubber gasket of the type that had proven its abilities in submarines during the Second World War. In fact the Seamaster was independently tested by the Swiss Laboratory for Watch Research which subjected 50 cases to tests at a simulated depth of 60 meters. After temperature changes of -40° C to 50° C in quick succession, the cases showed no sign of water infiltration. The engineers at OMEGA were so sure of the Seamaster that one flew over the north pole attached to the outside of a DC6 in 1956.



The following year saw the introduction of the "Professional" range of Seamaster watches with the launch of the Seamaster 300. Though OMEGA was not a newcomer to the world of divers' watches, the 1932 Marine accompanied the father of modern diving, Yves Le Prieur, on many of his dives, it marked a decisive turning point for the line which has been associated with robust divers' watches ever since.

SEAMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Seamaster 300 has been the choice of many of the world's most famous divers over the years. Jacques-Yves Cousteau's team used the Seamaster 300 during its "Precontinent II" experiments in the Red Sea in the summer of 1963 to prove that divers could live in a submerged saturated gas environment for long periods without adverse effects.

The 300 would also go on to be the watch of choice of military divers around the world, including the British Special Boat Service among others.

The ever-increasing depths at which divers were working led to the creation of the famous "PloProf" (*PLOngeur PROFessional* or "professional diver" in English) Seamaster 600, launched to the public in 1970 after four years of intensive research and testing. This watch proved to be more than equal to the new challenges faced by professional divers.

COMEX, a French underwater research and exploration company, used the Seamaster 600 extensively during test dives in the late 1960s and in September 1970, the watch accompanied the three divers of Janus II. During this dive the divers spend four hours per day over eight days in the water and set a world record for underwater exploration at a depth of 253 meters in the Ajaccio Gulf in France. Later Cousteau's divers would use the watches off the coast of Marseille during a set of experiments to test the effects on divers working at depths up to 500 meters.

In fact, Seamaster 600 underwent a series of hypostatic tests that revealed that the watch functioned up to a simulated depth of 1370 meters at which point the 4mm thick crystal touched the seconds hand, stopping the watch.

SEAMASTER

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The “big brother” of the 600, the Seamaster 1000, was launched in 1971. It was created and tested alongside the 600 and was also tested and used by the same divers. The highlight of the 1000's early exploration career was undoubtedly its dive on IUC's (International Underwater Contractors) submarine “Beaver Mark IV” where the watch was attached to the submarine's robotic arm to test the effects on the crystal at a depth of 1000 meters.

All of the lessons learned during the testing of these watches would be used across the entire Seamaster “Professional” range and went a long way toward reinforcing the Seamaster's position as the divers' watch of choice.

This line was also the home for much of the brand's research into alternative case materials and treatments that included titanium in the late 1960s, tungsten and PVD in the early 1970s, ceramics in the late 1970s and forged carbon in the 1980s; many of the designs in these exotic materials actually made it into production.

With what can be considered two lines in one, the “Professional” and “Dress” ranges of the Seamaster line have, for over half a century, complemented each other and ensured the Seamaster's place on the wrists of some of the world most famous royalty, divers, treasure hunters and even a spy or two.

EARLY DRESSY SEAMASTER

At the beginning, Seamaster line was a branding exercise for waterproof Omega dress watch. 3 glass cases above show these dress Seamaster watches

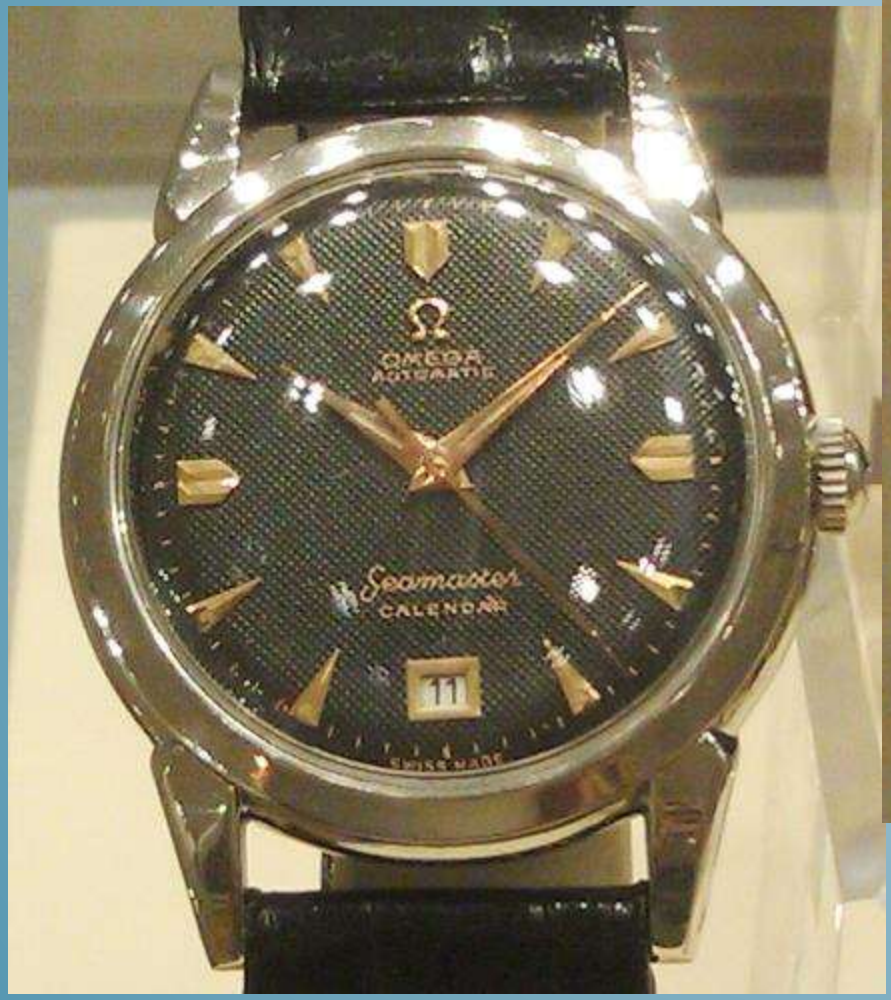
Case 68 Early Seamaster Dress watches

EARLY DRESSY SEAMASTER: THE 50S

Stunning Seamaster gold Cloissone dial.
I picked this watch as the most beautiful watch in the entire museum.

EARLY DRESSY SEAMASTER : THE 50S

Seamaster calendar SS black dial waffle pink gold markers date at 6



Seamaster calendar gold Pie Pan Date at 6

EARLY DRESSY SEAMASTER : THE 50S

Seamaster shark tooth marker watches

Seamaster SS with golf ball dial

DRESSY SEAMASTER: THE 60S

Case 69 the 60s Dress Seamaster watches

Seamaster Cal 320 chronograph

DRESSY SEAMASTER: THE 60S

Seamaster Gold C case chronograph

DRESSY SEAMASTER: THE 60S

Seamaster hooded lug two tone dial

Seamaster vintage commercial plaque & Seamaster mascot: Hippocampus

Seamaster gold hooded lug shark tooth marker

DRESSY SEAMASTER: THE 70S AND 80S

Case 70 The 1970s and 1980s
Seamaster Dress Watch

Seamaster 120
quartz line

DRESSY SEAMASTER: THE 70S AND 80S

Seamaster
Polaris line

Seamaster black square case
Megaquartz and Quartz

DRESSY SEAMASTER: THE DYNAMIC, COSMIC AND MEMOMATIC

Case 71 Seamaster Cosmic,
Dynamic and Memomatic

Seamaster
Dynamic 3rd Gen

DRESSY SEAMASTER: THE DYNAMIC, COSMIC AND MEMOMATIC

Seamaster Dynamic 2nd gen

Seamaster Cosmic 2000

Seamaster Memomatic

Seamaster Memomatic part 2

DIVER SEAMASTER: THE EARLY 60S

Seamaster Diver watches wall

Deep water simulation tank for testing Seamaster

Case 72 Early Seamaster Diver watches

DIVER SEAMASTER: THE EARLY 60S

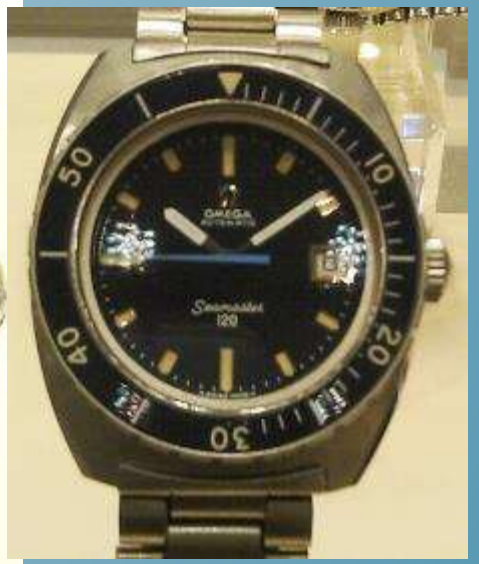
Seamaster 300 CK 2913 the diver pioneer

DIVER SEAMASTER: THE EARLY 60S

Seamaster diver 300
big triangle

Seamaster 120
C case thin bezel

Early Seamaster 120
thick bezel



Seamaster 120
C Case thick bezel

DIVER SEAMASTER: THE 70S

Case 73 The 1970s
Seamaster Diver

Seamaster Anakin

DIVER SEAMASTER: THE 70S

Seamaster Darth Vader.
The Black beauty.

Seamaster 120
quartz black line

Seamaster 120
quartz line

DIVER SEAMASTER: THE FUNKY

Case 74 The Funky and The Serious Diver

Seamaster Chronostop

Seamaster Banana

DIVER SEAMASTER: THE FUNKY

Seamaster
Bullhead

Seamaster
Roullete

DIVER SEAMASTER: THE REAL DEAL

Seamaster Ploprof 600, the original

DIVER SEAMASTER: THE REAL DEAL

Seamaster Ploprof 1000

Seamaster The Big blue

DEEP EXPLORATION

Race to the Depth wall

Case 82 Early deep dive watches

DEEP EXPLORATION

Early deep diving helmet

DEEP EXPLORATION : COSTEAU

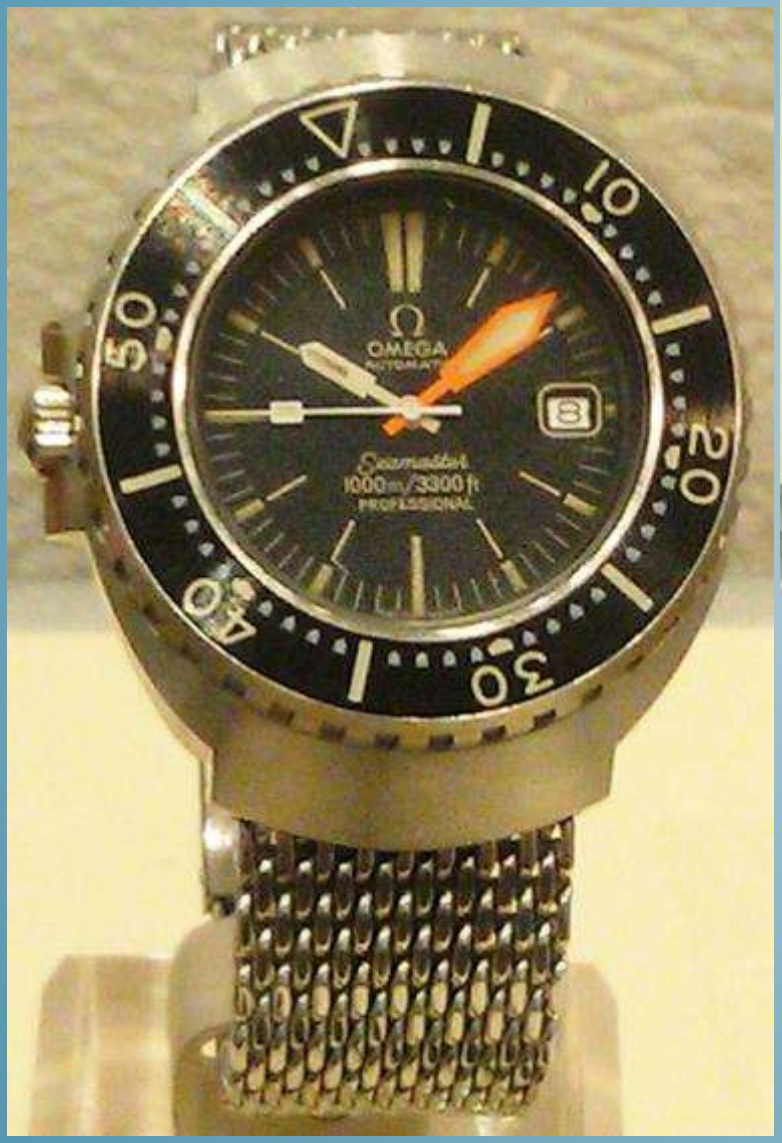
Case 83 Costeau watches

Seamaster 300 Conshelf

Constellation Marine Chronometer

DEEP EXPLORATION: COSTEAU

Seamaster
Ploprof 600



Seamaster
Ploprof 1000

Costeau Ploprof
watch Ad

DEEP EXPLORATION: COMEX

Janus Prototype
Seamaster Ploprof 1000

Case 84 Comex watches

Janus prototype
Seamaster Ploprof 600

DEEP EXPLORATION: COMEX

Comex deep diving helmet

Janus Prototype
Seamaster Ploprof 1000

DEEP EXPLORATION: PROTOTYPE

1000m Megaquartz

Case 85 Diver Prototype watches

PROTOTYPES

1. 1000m Titanium, 1982
2. 1000m Titanium, 1982
3. 1000m Megaquartz, 1974
4. Super Comprex, ~ 1969
5. High-Tec Carbon, 1983

DEEP EXPLORATION: PROTOTYPE

1000m
Titanium

High Tech Carbon

Super
Comprex

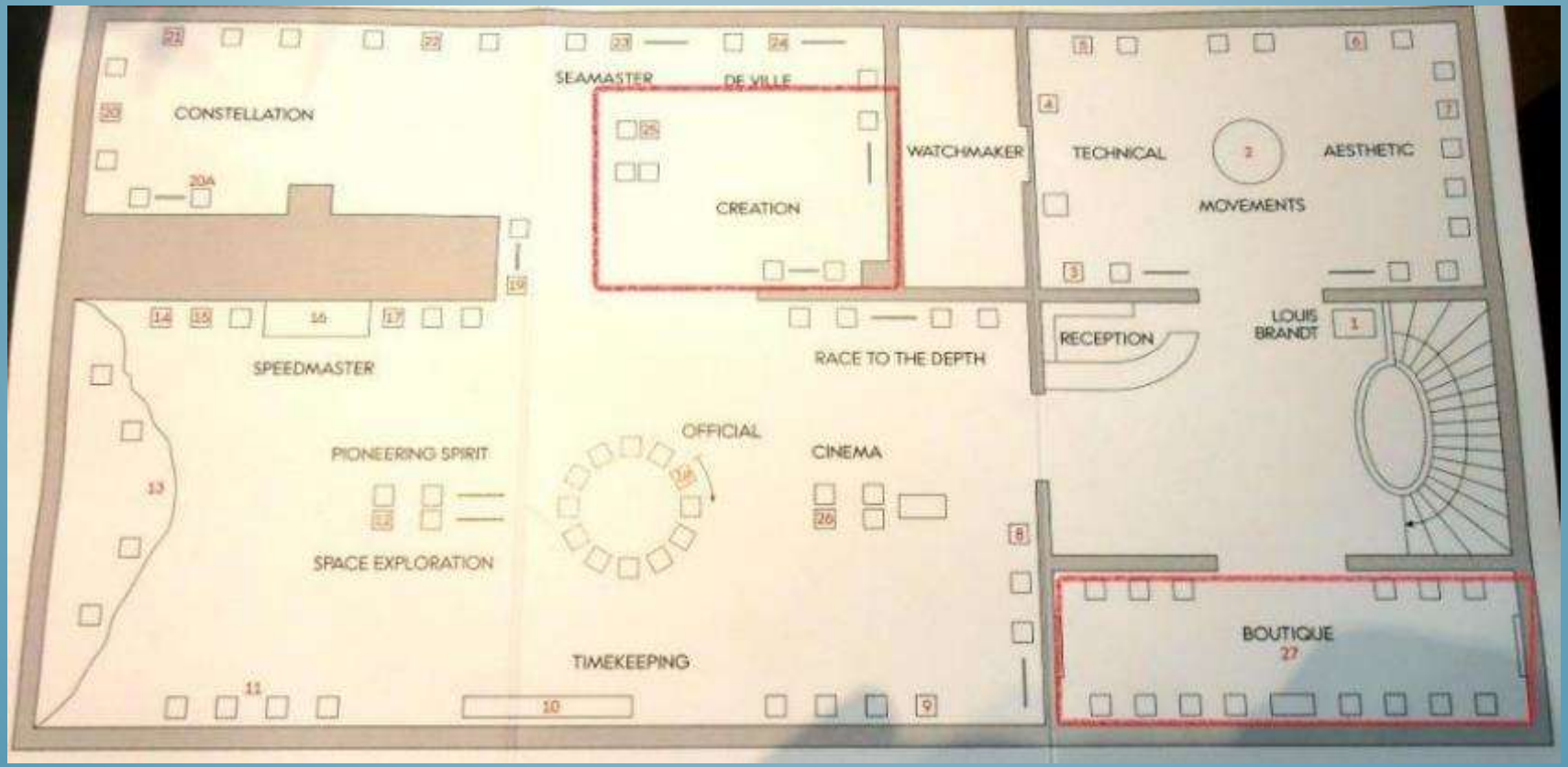
Part H: Technical breakthrough and Modern Line

Relentless research for advancement ensuring cutting edge of the modern line.

TECHNICAL BREAKTHROUGH AND MODERN LINE

This is final part of 8 parts article in visiting Omega Museum in Bienne/Biel. It is a bit anticlimax, because the masterpieces had been covered in other parts and the modern line is well.... you can see it in your town's Omega boutique. Nonetheless it is still important for completing the Museum experience.

The technical breakthrough , technology and creation cases occupied the middle and right corner of Constellation/ Seamaster chamber. While the modern line cases were placed in chamber next to staircase and reception.



INNOVATION AND PROTOTYPING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

OMEGA has always been known for its commitment to innovative watchmaking and the quality of its products. But the brand has also created prototypes and developed technologies that were so far ahead of their time that when some of these "breakthroughs" have been introduced years later by other companies, Omega can say, "Been there. Done that."

It's fascinating to take a look at some of the more remarkable of these developments from throughout the company's history. What becomes evident is that behind the watches for which Omega has become famous is a tradition of research and development that suggests that the brand's designers had already peered into the future. Let's visit some of the innovations that changed watchmaking forever and take a peek at some prototypes that were well ahead of their time but for whatever reason, never saw the light of day.

For example, in terms of innovation it's useful to revisit our old friend, the 19-ligne Omega movement from 1894. Much has been written about the interchangeability of its parts and the fact that, as it could be repaired by any watchmaker, made it completely revolutionary. But . . . it was also the first industrially produced movement that featured hand winding and time setting via a two-position crown. Today, it's difficult to imagine a time that this wasn't standard but it all started with the Omega caliber!

At about the same time its designers were putting the finishing touches on the Omega caliber, Louis Brandt & Frères was granted a Swiss patent for the world's first watch with a "Big Date", another innovation which has become an industry standard.

INNOVATION AND PROTOTYPING

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Intriguingly, in the 1940s, Omega had been researching friction-free escapements and in fact, created one. At the time, it could not be industrialized but the idea of minimizing friction remained one of the brand's research interests for the next half century. Those R&D efforts would culminate in the industrialization of the Danniel's Co-Axial escapement in 1999 and latterly the OMEGA Co-Axial escapement eight years later.

In 1943, Omega was anticipating, because of the war, the possible shortage of some of the noble metals used in its movements. The researchers found some viable alternatives that would rely on available materials. The results were dramatic black movements, similar in appearance to some recent ones that have been trends in the industry. As it turned out, it wasn't necessary to use the materials and the black Omega movements remained prototypes.

In 1944, Omega created a prototype fly-back chronograph movement with power-reserve indication based on its renowned 30 mm movement.
A more recent example of a prototype that was ahead of its time was the Hightech, arguably the first "fusion" watch made in 1983 of carbon, titanium and graphite, in fact its proposed advertising campaign featured race cars, space-ships and sportsmen. Another innovation as most of the brands today which sell "Fusion" watches concentrate their communication on one or more of these same aspects, showing that OMEGA weren't only innovators in watch making technology, but the way they are presented to the public as-well.

Omega has pioneered some of the more compelling concepts in all of watchmaking but . . . it doesn't sell concept watches. On occasion, some of the more remarkable concepts could not be industrialized so they didn't find their ways into brand's product offering. But every Omega watch from every era is characterized by the desire to create the best possible products typified by great quality, design and state-of-the-art innovation.

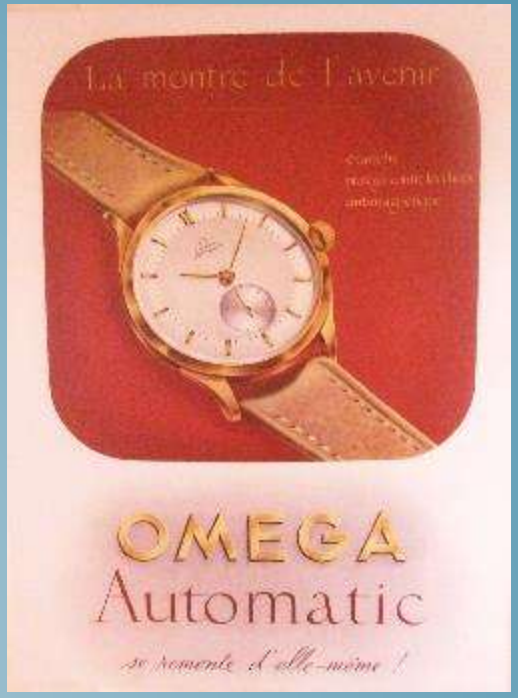
TECHNICAL BREAKTHROUGH AND MODERN LINE

The wall

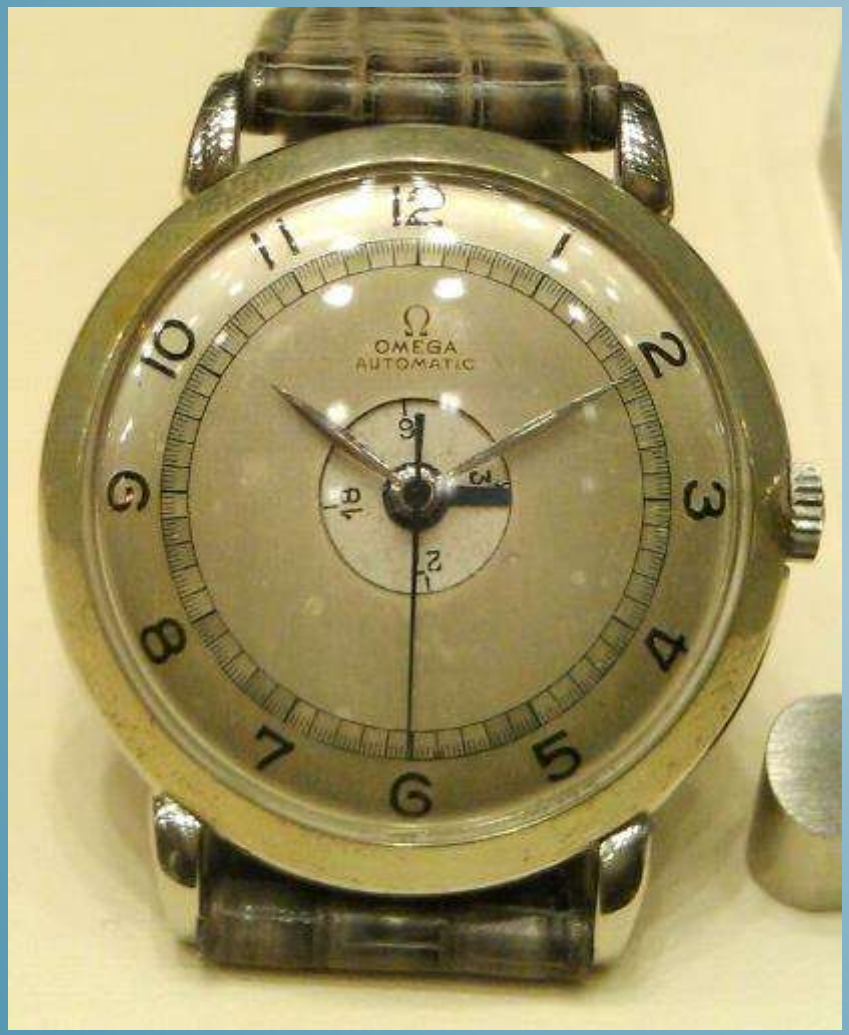
Case 75 Automatic winding system with power reserve indicator

TECHNICAL BREAKTHROUGH: POWER RESERVE AUTOMATIC

Omega Automatic Ad



Prototype Cal 351 with power reserve



Prototype Cal 26.5 Automatic with power reserve

TECHNICAL BREAKTHROUGH: MULTICOLOR GOLD

Multicolor gold ladies watch

Multicolor gold technology

TECHNICAL BREAKTHROUGH: HARD MATERIAL

Case 77 Hard metal material

Tungsten case Seamaster

TECHNICAL BREAKTHROUGH: CERAMIC

Early Ceramic research in Omega

Certainly this ceramic case Speedmaster Mark 4.5 is much earlier than Speedy Dark Side of the Moon craze

TECHNICAL BREAKTHROUGH: ESCAPEMENT

Jaccard Shockless Escapement

TECHNICAL BREAKTHROUGH: ESCAPMENT

Magnetic frictionless Escapement

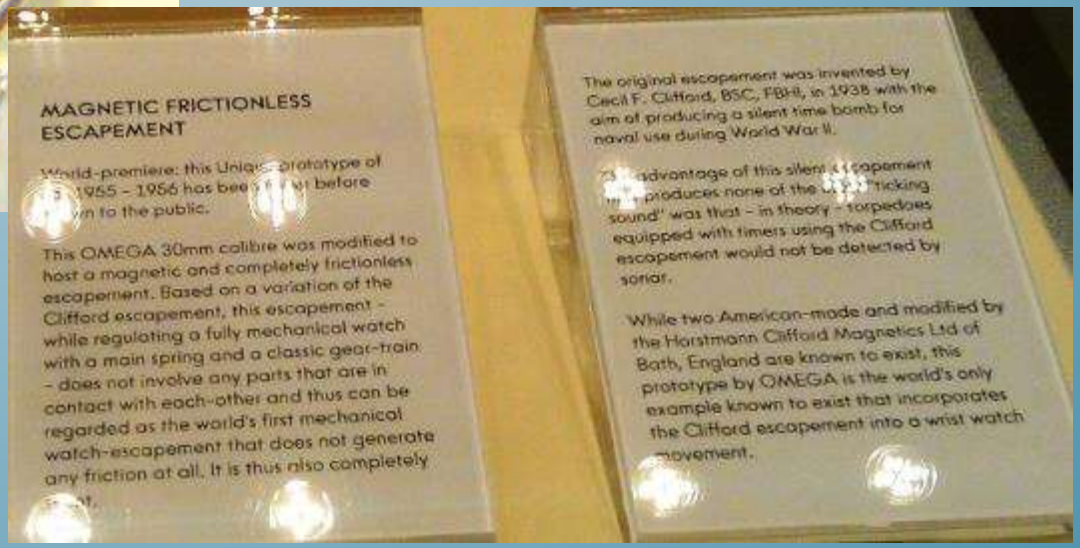
Early Chronometer movement Ad

On February 15, 1952, Omega was awarded three of the four Swiss accuracy records for wrist watches – for the third year in succession*

CONGRATULATIONS, IF YOU OWN AN OMEGA!

A good idea, too, to shake hands again with the jeweler who helped you select your Omega. For the brand of your choice is Switzerland's undisputed precision leader.

OMEGA



MAGNETIC FRICTIONLESS ESCAPEMENT

World-premiere: this Unique prototype of 1955 – 1956 has been [illegible] before [illegible] to the public.

This OMEGA 30mm calibre was modified to host a magnetic and completely frictionless escapement. Based on a variation of the Clifford escapement, this escapement – while regulating a fully mechanical watch with a main spring and a classic gear-train – does not involve any parts that are in contact with each-other and thus can be regarded as the world's first mechanical watch-escapement that does not generate any friction at all. It is thus also completely [illegible].

The original escapement was invented by Cecil F. Clifford, BSC, FBHI, in 1938 with the aim of producing a silent time bomb for naval use during World War II.

[illegible] advantage of this silent escapement [illegible] produces none of the usual "ticking sound" was that – in theory – torpedoes equipped with timers using the Clifford escapement would not be detected by sonar.

While two American-made and modified by the Horstmann Clifford Magnetics Ltd of Bath, England are known to exist, this prototype by OMEGA is the world's only example known to exist that incorporates the Clifford escapement into a wrist watch movement.

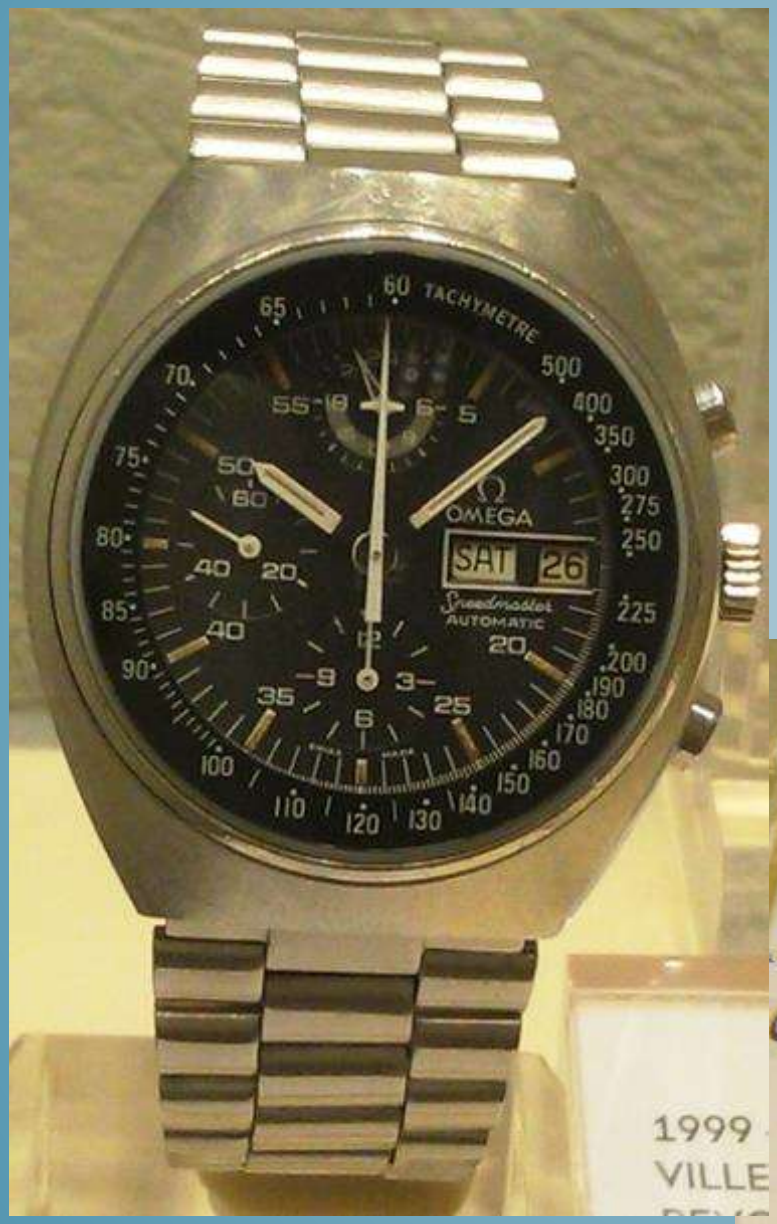
TECHNICAL BREAKTHROUGH: HI BEAT

Testing 36000 bph movement.....
much earlier than El Primero

36000 bph wristwatches prototype

TECHNICAL BREAKTHROUGH: COAXIAL

Omega dedicated several glass cases to highlight their movement flagship feature: Coaxial escapement



This Speedmaster Mark 4.5 is the first watch treated with coaxial escapement in Omega lab

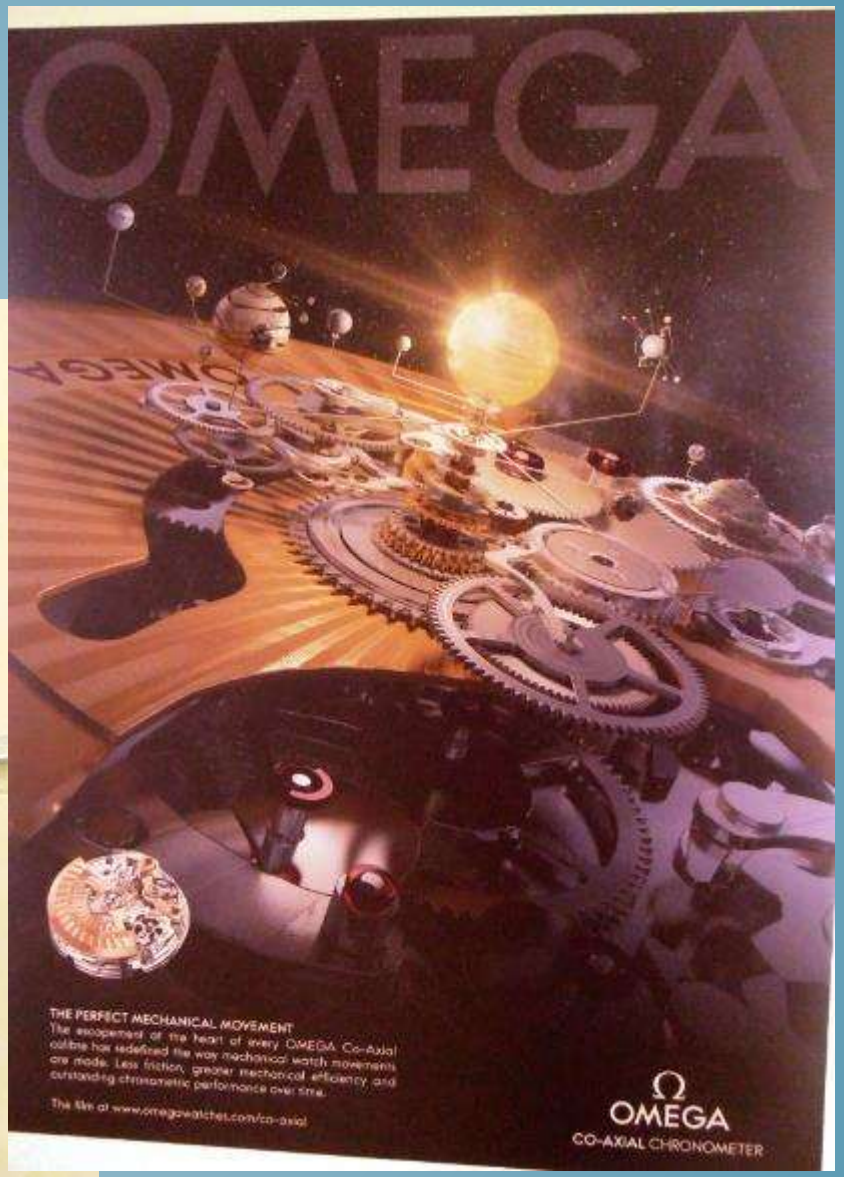
While this gold Deville is the first one got Coaxial escapement production as part of 999 limited edition

TECHNICAL BREAKTHROUGH: IN HOUSE COAXIAL

Caliber 8500, first true in house movement designed from scratch with coaxial escapement as core feature inside Deville Hour Vision

TECHNICAL BREAKTHROUGH: IN HOUSE COAXIAL

Beautiful Caliber 8501



Coaxial escapement Ad

TECHNICAL BREAKTHROUGH: EXOTIC MATERIAL

Silicon based parts first put in Deville Hour Vision

Ceramic bezel in SM PO

TECHNICAL BREAKTHROUGH : CERAGOLD

Ceragold , a future gold material hardened with ceramic compound put in SM Planet Ocean

Hologram video explaining how Coaxial escapement works

MODERN LINE: SPEEDMASTER

Case 20 Speedmaster Ladies

Case 19 Speedmaster Professional and Broad Arrow

MODERN LINE: SPEEDMASTER

Case 22 Seamaster Olympic

Case 21 Speedmaster Automatic

MODERN LINE: OLYMPIC

Case 24 Olympic
Aqua Terra

Case 23 Modern Luxury
Olympic stopwatches

MODERN LINE: CONSTELLATION

Case 26 Double Eagle Constellation

All gold day date Constellation

Case 27 Modern Luxury Gold and Diamond Constellation

MODERN LINE: DEVILLE

Case 28 Deville chronograph line

Deville Prestige line

Deville with Cal 8500

MODERN LINE: DEVILLE & LADYMATIC

Deville Coaxial line

Ladymatic Nicole Kidman choice

Omega Ladymatic

MODERN LINE: AQUA TERRA

Seamaster Aqua Terra Line with beautiful Teak dial

MODERN LINE: SEAMASTER

Seamaster Professional
Ceramic bezel

Modern Seamaster Ploprof 1000m

Seamaster Planet Ocean line

THE LOST LINES

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

Omega has four main watch families today that are well known to everyone interested in the brand: Seamaster, Speedmaster, Constellation and De Ville. Each of these already has quite a legacy and are dealt with in their own dedicated sections of this website. Through the years, though, there have been other highly regarded watches that were in lines whose time came and went. They perfectly represented their eras and worthy of attention. In their time, they were brilliant expressions of one of the strongest watch brands the world has ever known. They continue to fascinate collectors and watch experts around the world. Take a look at a selection of what we refer to as the lost lines . . . can you see their influence on some of the contemporary watches in our collection? Do you have one of these stored safely at home? If you are of a certain age, some of them are bound to bring back happy memories .

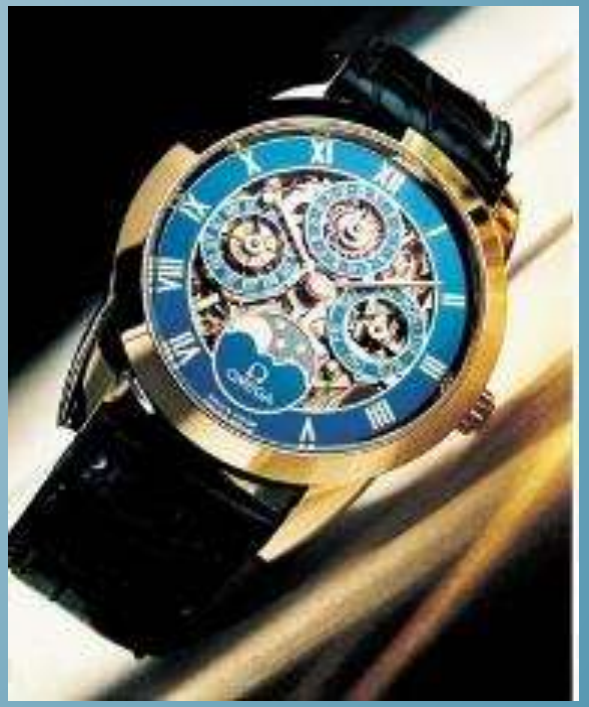
The Louis Brandt by OMEGA Collection

In 1848, watchmaker Louis Brandt founded the company. By the end of the 19th century, be known as OMEGA. In a fitting tribute to the founder, OMEGA named a collection of luxury watches after him that appeared in the catalogue twice, 1st in 1984 and then again in 1990.

The collection was launched for the World Congress of Omega's general agents held in Interlaken in the spring of 1984. It was made up of exclusive handcrafted complicated mechanical watches. Its WR cases were fitted with scratch-resistant sapphire case backs that revealed a finely engraved and meticulously fitted movement. The line was characterized by fine detailing: its winding stem and the buckle tongue were in gold set with diamonds. Each watch in the collection was numbered.

The 2nd generation collection was launched in the autumn of 1990. There were date, chronograph and perpetual calendar models. All the watches were automatic and had 18 Ct gold cases. There were deluxe versions that were either skeletonized or delivered with a sapphire case back.

Both generations of the Louis Brandt Collection were tributes both to the company's founder and to Omega's tradition of superb craftsmanship.



THE LOST LINES

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Ranchero collection

In 1958, Omega created a watch line it called Rancheros. It was inspired by the Railmaster, the Seamaster 300 and the arrowhead hand of the 1957 Speedmaster so there was no mistaking its lineage. The watch encountered resistance in Spanish-speaking countries from potential customers who were put off by its name that means “ranch hand” in Spanish. As a result, the Rancheros, were discontinued and are quite rare today. Ironically, this scarcity has led to high prices in the vintage watch market and the once modest Ranchero has become quite the collector’s item.

The name had a short revival in 1976 but only in Belgium. Omega’s general agent there had hoped that an entry level model would stimulate what he felt were sluggish sales of Seamasters. The revival was short lived and the Ranchero is destaned to be one of the most famous of the lost lines.

The Cosmic

In 1947 Omega introduced the “Cosmic” Moon Phase wristwatch. It was the brand’s first calendar watch to display the time and the date with its hands and day, month and moon phase in windows. It was available in different sizes and a range of dial finishes. In 1951 there was also a square version of the Omega Cosmic this version would go on to inspire the 2002 watch in Omega’s Museum collection.

THE LOST LINES

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Sapphettes

The Sapphettes line (*Saphette* in French) was a small watch for women that was first launched in the American market in 1954. It's success was such that the decision was taken to launch it worldwide the following year. The Sapphette line would enjoy global success for more than twenty years.
The name refers to the watches' sparkling crystal that lent it such a unique look. Facetted like a diamond solitaire, the crystal was cut sapphire – scratch resistant, unbreakable and clear. This design was ofthen immitated by other brands at the time.
In 1995 a 40th anniversary collection was created to honour one of the brand's most popular fashion lines.
Over the course of its production life, the Sapphette collection was widely varied with some very unusual case and bracelet shapes and was an important part of Omega's product palette for the better part of a generation.

The Emerald

The Emerald line was inspired by the designs that Andrew Grima created for Omega and introduced in 1971. Grima, who was arguably his generation's foremost jeweler, counted Queen Elisabeth II among his clients. The Emerald line is distinguished by the generous proportions of its emerald-cut crystals of precious stone, quartz or mineral glass. Initially, the pieces were reserved for the top of the Constellation range but as the Emerald line was extended, were increasingly seen in the De Ville line and to a lesser extent, the Genève collection. The Emerald line was only produced at OMEGA until 1973 but it left a lasting impression. In fact Today, nearly forty years later, if you see one it proabably has the name of another well know fashion brand. Though a lost line at OMEGA these watches remain a "Premiere" collection today showing just how good the design was.

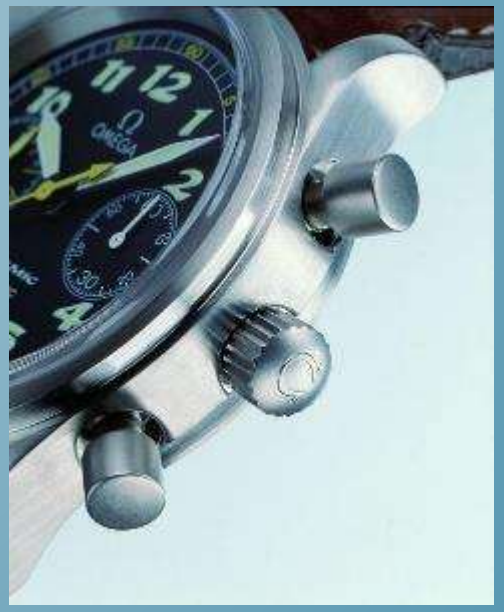
THE LOST LINES

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Dynamic

First created for the Prix de Ville de Geneve in 1965 the line was launched to the public in 1968, the Dynamic line lived up to its name. The elliptical case shape was conceived to work with the anatomy of the wrist. The crown was integrated into the case so that it would not disturb the fairly aerodynamic flow of the line of the watch. The design of the dial was consistent with the clean functional aspects of the watch.
The straps, made in one piece from a porous synthetic material called Corfam, had "breathing holes" and were widened near the case for a secure hold on the wrist. A watch's owner could easily change the Corfam straps and metal bracelets with a key that came with the watch. In fact this watch was such a success that more than 1,000,000 examples would be sold between 1968 and 1972.

In 1984, Omega launched the second generation of the Dynamic. They also featured interchangeable straps and had a case and dial that were angled up, in the words of an advertisement of the day, "for time-reading convenience, off-centered for the pleasure of owning a watch unlike any other."
A final generation Omega Dynamic was presented in 1997. It was inspired by the aesthetics of the watches delivered to the British forces during World War II.



The 1997 Dynamic line was intended to appeal to younger Omega buyers and was available in two versions: standard with a central seconds and or as a chronograph. They were presented on brown, yellow or red leather straps or a stainless steel bracelet.
The Omega Dynamic line appeared in catalogues in three different decades. Each generation was designed to attract new young customers to the brand and the first two generations in particular more than achieved that goal.

THE LOST LINES

SOURCE: OMEGAMUSEUM.COM, OMEGAWATCHES.COM-CHRONICLE

The Geneva

This line, created in 1953, was made as an homage to our workshops in Geneva where OMEGAs best regulators were working. The regulations of the Geneva Observatory stated that a brand must be present in the canton of Geneva to compete in the observatory trials there, so as the undisputed masters of the timing trials in Switzerland OMEGA naturally wanted to show their dominance at all observatories and as such opened a workshop there in 1917. The line would see several evolutions and would represent 60% of the brands production by 1970. The line was finally discontinued in 1979 as the law in Geneva stipulates that a brand must have a presence in the canton of Geneva to include the word Geneva or any variation of on the dial.

CLOSING REMARKS

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