

TEST: ROLEX OYSTER PERPETUAL MILGAUSS

WatchTime

THE MAGAZINE OF FINE WATCHES

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August 2008
\$7.95



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Gamma watches from Reactor have enough Super-LumiNova to stay bright for 24 hours.

24-Hour Illumination

Reactor, the sports-watch specialist based in Agoura Hills, California, is promising luminescence lasting 24 hours on the hands and hour markers on its new series of watches called Gamma. That's up from the 16-hour illumination that was Reactor's previous record. Reactor uses a proprietary method of applying SuperlumiNova that provides longer illumination. Reactor boasts that its watches "are the brightest and longest-lasting phosphorescent watches in the world." What's more, says Reactor founder and

owner Jimmy Olmes, "Gamma's special K-1 crystal with four layers of antiglare coating makes it easily readable under water."

The Reactor Gamma comes in three versions: two-tone black (\$400), stainless steel with silver dial (\$350), and stainless steel with red dial and rubber strap (\$350). It features a case constructed from 316L marine-grade stainless steel. It has a diameter of 45.5 mm, a thickness of 13.8 mm and a weight of 200 grams. The watch has a triple O-

ring screw-down crown system for water-resistance to 990 feet. It is powered by a Citizen-made Miyota quartz movement that runs for 10 years thanks to lithium power cells.

Olmes is a 30-year veteran of the sports-watch industry. He was a co-founder of FreeStyle watches and the creator of the celebrated Shark watch. He launched Reactor as a high-performance line in 2003. The firm produces 90 styles priced from \$200 to \$5,000. For more information: www.reactorwatch.com.

Big Dates: July & August

July 1, 2008: Bonham's sale in London of important pocket watches and wristwatches

July 2, 1908: Hans Wilsdorf introduces the trademark, "Rolex."

July 5, 1879: Omega founder Louis Brandt dies in La Chaux-de-Fonds at the age of 54.

July 16, 2008: Christie's sale in London of important watches

July 18, 1928: The first telephone call between New York and Switzerland occurs when executives of Wittnauer Watch Co. call president Martha Wittnauer in the firm's Geneva office.

July 27, 1721: Pierre Jaquet-Droz is born in La Chaux-de-Fonds.

Through August 1, 2008: "The Magic of Music Boxes," an exhibition of mechanical music boxes from 1796 to today, sponsored by Reuge SA of Sainte-Croix, Switzerland, Corning Gallery at the Steuben Flagship store, New York, NY

August 9, 2008: Omega begins timing the Beijing Summer Olympic

Games, the 23rd time the company has served as the official Olympic timer.

August 15, 2008: Bonham's sale in Carmel, CA of fine jewelry and watches

August 18, 1890: A hurricane devastates the Vallée de Joux, flattening houses and destroying countless documents concerning the local watch industry.

August 19, 1662: French mathematician, physicist and philosopher Blaise Pascal, one of the first men to wear a watch on his wrist, dies at the age of 39 in Paris.

August 30, 1809: Abraham-Louis Breguet gives watch No. 169 to John Roger Arnold in memory of Arnold's father, British watchmaker John Arnold, the most famous watchmaker of his time and a personal friend of Breguet. The watch contains a movement by Arnold to which Breguet added an invention of his own, a tourbillon.