



20'000 FEET by CX Swiss Military Watch™, the record-breaking mechanical timepiece!

Shattering existing limits: such is the motto of the CX Swiss Military Watch™ brand, which is proudly unveiling its record-breaking 20'000 FEET, the only mechanical timepiece able to plunge more than 6,000 metres deep! Duly featured in the Guinness Book of Records, the 20'000 FEET fears nothing: neither the pressures equivalent to 750 kg/cm² exercised at the bottom of the ocean; nor a dynamite blast; nor even rifle bullets. Such unwavering resistance and reliability are bound to fascinate enthusiasts of the extreme.

Infallible and indestructible in even the most hostile environments, the 20'000 FEET naturally takes its place as the absolute leader among professional diver's watches. Developed in cooperation with experienced divers as well as the famous Oceanographic Institute of the University of Southampton, the 20'000 FEET boasts extreme sturdiness and reliability that are equal to any trials. And speaking of trials...

REAL LIFE TESTS

The three Real Life Tests to which the brand has subjected its chronograph confirm its extraordinary performances. Whether fired at by a Winchester rifle from a distance of just eight metres; placed on an explosive charge blasting at a speed of 5,000 metres/second; or submerged by water spurting at 6,000 litres/minute: the 20'000 FEET remained completely unperturbed and its hands continued to turn as if nothing unusual were happening. The one result still lacking is that of the freefall test scheduled for this autumn: after jumping out of an aircraft at an altitude of 20,000 feet (6,000 metres), a parachutist will drop the watch as soon as he reaches a height of 1,500 metres. Will he find it intact after the impact?

In developing this imposing time instrument, the ultra-confident team at CX Swiss Military Watch™ believes it has taken account of every possible trial and risk, to the point where it even encourages you to submit your own ideas for ambitious and unexpected Real Life Tests! At the end of the year, the person who has suggested the most original test will be rewarded with one of these exceptional timepieces.

A COSC-certified automatic chronograph endowed with a 48-hour power reserve, the 20'000 FEET is equipped with a 46 mm-diameter case carved from a block of titanium, a 10 mm thick domed sapphire crystal, an Incabloc shock-absorbing system, as well as a rugged titanium bracelet complete with safety folding clasp. Despite such impressive credentials, this diver's watch feels extremely comfortable on the wrist, since the geometry of its hypoallergenic case was specially developed to ensure a perfect fit.

THE ONGOING SAGA OF CX SWISS MILITARY WATCH™ RECORDS

Designed as an outstanding complement to professional diving equipment, the 20'000 FEET has earned a new world record for Montres Charmex SA, the parent company of the brand specialising in watches for top-class military and sports use. Following on from the certification of a water resistance record set in 2005 by the 12'000 FEET (3,657 metres), the firm is celebrating this year the official recognition of its 20'000 FEET – which steals the show from its competitors of most prestigious brands!

Nonetheless, the brand has no intention of resting on its laurels and is already in hot pursuit of other high goals. This determination to excel displayed by Montres Charmex SA is backed by another essentially altruistic objective. As a contribution to preserving nature and its essential biodiversity, the brand has decided to support a magnificent African national park in Zimbabwe: part of the revenue from the sale of each 20'000 FEET will therefore be donated to The Friends of Hwange foundation (www.friendschwange.org), which was established with the mission of developing this park. Helping to protect the nature is a top priority for this brand that has consistently invited its customers to explore the bounties of nature.

Technical Specifications:

Movement

COSC-certified automatic chronograph, ETA cal. 7750 Valjoux, 25 jewels, 28'800 oscillations/h
Power reserve 48h
Etachron regulator system
Glucydur balance bridge
Nivaflex mainspring
Antichoc with Incabloc shock-absorber

Functions

Hour, minute, second, date, chronograph

Case

Titanium, diameter 46 mm, thickness 28.5 mm, weight 265 gr., anti-magnetic ISO 764.
Screw-down crown, pushers, and caseback
X-large crown with side-guards, allowing for diving with gloves
Red safety marking on pushers (visible when unscrewed)
Unidirectional rotating bezel, 60 minute graduation, Superluminova™ indices
Helium relief valve
Domed, anti-reflective sapphire crystal, thickness 10 mm
Water-resistant to 7'500 meters (25'000 feet; 6'000 meters or 20'000 FEET & 25% safety margin as per ISO 6425)

Dial

Silver, black carbon, blue or yellow, sunburst decor
Hour, minute, and small seconds counters at 6, 12, and 9 o'clock respectively
Date at 3 o'clock
Superluminova indices and hands, red chrono hands

Bracelet/Strap:

Titanium bracelet, lug-ends and links screwed, folding clasp with safety catch and micro-adjustment
Separate genuine rubber strap & rubber extension strap for dry-suit diving
Screw-driver

- Limited edition of 1'000 numbered watches
- rrp Switzerland incl. 7.6% VAT CHF 3'995.-
- rrp EU incl. 19% VAT EUR 2'998.-

WARRANTY EXTENSION

As an additional service for its customers Montres Charmex SA signed a contract with the Swiss insurance company Helvetia to insure the 20'000 FEET by CX Swiss Military Watch™ against theft for the first two years.

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BRAND'S PRESS RELEASE

20'000 FEET BY CX SWISS MILITARY WATCH™

After winning the world record for water resistance in automatic diving watches in 2005 with their 12'000 FEET by CX Swiss Military Watch™ model Frank M. Bürgin and his team of watchmakers and engineers were contemplating their next move. Only one goal seemed acceptable – not only to beat their own record but also the new world record a competitor had set in 2008 with 3'900 meters of water resistance. The R&D team around Frank M. Bürgin thus decided to annihilate all existing records by constructing the world's first mechanical timepiece with a water resistance of a staggering 20'000 feet or 6'000 meters – and, again, with a chronograph!

First of all they had to develop a pressure tank capable of producing a pressure of 800bar, the equivalent of a water depth of 8'000 meters. This alone proved to be a sizeable task as worldwide there are only two manufacturers of such manometers!

The team of engineers then started the intricate calculations of the measurements of the new world record holder – there can be no margin for error in a timepiece that has to withstand 750kgs per cm² of surface area. The absolute reliability of the watch was paramount and no compromise whatsoever allowed – the safety of the diver comes first. After several attempts the virtual prototype finally took shape and prototype production started.

However, technical problems like the connection of the domed, a massive 10mm thick sapphire crystal to the titanium case had to be solved first and it took the dedicated team months to come up with viable solutions. Finally, after several nerve racking setbacks the first prototypes were produced towards the end of 2008 and the series of tests began. Crown, pushers and safety buckle underwent several static and dynamic pressure tests at the Dubois laboratory in La Chaux-de-Fonds, Switzerland – all tests were passed, the design & the calculations thus confirmed. In a next step the prototypes were sent to the Oceanographic Institute of the University of Southampton, Great Britain. For years this institute has been a reliant R&D partner of CX Swiss Military Watch™; in their pressure tanks they tested the fully functional prototypes for a water resistance of 6'000 meters and certified the positive result as per ISO norm 6425. Several more tests are ongoing at the IFREMER Institute, the French Research Institute for the Exploitation of the Sea.

A few weeks' ago serial production started after all preliminary tests having shown the expected positive results. Montres Charmex SA and their team of engineers and watchmakers thus managed to develop the ULTIMATE DIVING WATCH : the **20'000 FEET** by **CX SWISS MILITARY WATCH™**, an automatic diving chronograph holding the world record for water resistance, was developed for the serious diver looking for a virtually indestructible timepiece of superb quality, a timepiece the diver can rely on whatever the circumstances may be. A timepiece, made for eternity and the dark abyss of the Deep Sea!

The **20'000 FEET** by **CX SWISS MILITARY WATCH™** is manufactured in a limited edition of 1'000 pieces only.



CERTIFICATE

The deepest diving watch can function at 6,000 m (20,000 ft).

Montres Charmex SA of Switzerland achieved this with their mechanical divers CX Swiss Military Watch™

20,000 feet model, on 5 January 2009

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PRESSURE TANK TEST OF A SAMPLE OF 5 MECHANICAL TIMEPIECES

On 18 December 2008 we were supplied with a sample of five wrist watches brand name CX SWISS MILITARY WATCH™, model name 20,000 FEET, an automatic Professional Divers Watch, manufactured in Switzerland by Montres Charmex SA.

These watches were automatic chronograph timepieces (chronometer certified) in titanium with the following dimensions:

Diameter	= 46 mm
Thickness	= 28.5 mm
Weight	= 265 gr (with titanium bracelet)

A series of tests were conducted using our facilities at the National Oceanography Centre, Southampton (NOCS) on 5 January 2009.

These tests were: Test of water resistance to 600 atm = 6,000 meters = 20,000 feet with pressure held over a 10 minute period

Resistance of crown and pushers to an external force as described by ISO norm 6425, article 7.3.6

Condensation test as described by ISO norm 6425, article 7.3.8

All three tests were passed by all five watches.

These tests were conducted by Mr. A Staskiewicz & Mr. D. Childs

Signatures:

NOCS, 15 January 2009

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