

HAMILTON

HAMILTON - Hamilton Time Player

The Hamilton Time Player represents the spirit of the brand that has always been tuned into the future to develop innovative models and new technologies.

The Hamilton Time Player represents the spirit of the brand that has always been tuned into the future to develop innovative models and new technologies. This unique watch has discovered its own way of putting the past, present and future on the same map. Its design structure is inspired by the geographic coordinates system based on lines of latitude and longitude. Implementation of its unusual timekeeping concept unites finger-operated timekeeping in four up-to-the-minute time zones with zany design belonging to the future. In this watch Hamilton provocatively merges nostalgia for its American roots with the latest Swiss technology to offer a glimpse of tomorrow. This timepiece lets the fingers do the walking, leaving the mind free to exercise its memory and imagination.

Flattening the earth's surface

Hamilton took inspiration for the Time Player from a design the company originally created for a clock in the Stanley Kubrick movie, 2001 : Space Odyssey and brought it back to earth. For centuries, man believed that the earth's surface was flat. Hamilton playfully revisits this idea with the Time Player watch, in a design that is resolutely contemporary and inspired by a society constantly on the move, taking change in its stride. A totally flat 48 mm by 42 mm titanium case is split into nine squares, eight filled with movable counters and one left empty like a sliding puzzle. These counters, separated by lines symbolizing those of latitude and longitude, enable the wearer to set and measure time in the current location, plus three others. A Hamilton logo marks the here and now, while the additional three places are identified by color-coded printed names of the dynamic metropolises, Dubai, New York and Tokyo to prove that the brand is always on the move. The remaining four counters are all individual watch dials, in colors to match the corresponding location, so that they can dedicate their energy to tracking the passage of time in the defined destination.

Time travel in action

To set the time in a desired time zone the wearer simply moves the corresponding miniature watch to the central square and adjusts via a crown. Once this is done, all of the counters can be moved around again at will. Two easy to grip crowns are positioned on each of the two sides of the case where the attachment joins. The thick black rubber strap also picks up the theme of right angles with corresponding indents and a neat folding buckle.

Exclusive on Hamilton-lab.com

The Time Player is a creation of the Hamilton Lab. In this dedicated laboratory, product, technical, logistics and marketing specialists collaborate to develop innovative timepieces inspired by the rich history of the brand and its pioneer's spirit. These unique watches are limited edition and exclusively available on www.hamilton-lab.com. The interested can subscribe for their favourite watch on the online platform. The watch will be shipped to the closest retailer.

Hamilton was founded in 1892 in Lancaster, Pennsylvania, USA. Hamilton watches combine the American spirit with the unrivalled precision of the latest Swiss movements and technologies. Known for its innovative design, Hamilton has a strong foothold in Hollywood, with products appearing in over 350 films. The brand also boasts a strong aeronautical heritage. Hamilton is a member of the Swatch group, the largest watch manufacturer and distributor in the world with 160 production sites in Switzerland.

www.hamiltonwatch.com - www.facebook.com/hamiltonwatch - www.twitter.com/hamiltonwatch

FACT BOX - Hamilton Time Player

Size 48 mm x 42 mm
Material Titanium
Display color Black / Color-coded
Attachment Black rubber
Movement Quartz E 01.701
Crystal Sapphire
Water resist 5 bars / 73 PSI (50 m)
Public Price 2000€, 3000 USD, 3000 CHF
Launch June 2010

Notes

Hipparchus is credited with developing the first regular global system of latitude and longitude around 150 BC. Parallels and meridians were divided into 360° (degrees), with each degree divided into 60' (minutes), and each minute divided into 60'' (seconds). Claudius Ptolemy (circa. 150 AD) first suggested that Alexandria be the prime meridian, with longitudes running up to 90° east and 90° west. Later he used the Fortunate (Canary) Islands and the Isles of the Blest from Greek Mythology as the prime meridian. When Ptolemy's work was rediscovered during the Renaissance, Ferro (Hiero) in the Canary Islands became the prime meridian with longitudes running 0° to 180° E. Starting in 1767 with the publication of the British Nautical Almanac, nations slowly started using Greenwich, England for the prime meridian on the charts and maps they produced.

Hamilton International - press office
media@hamiltonwatch.com
Phone +41 32 343 41 61