

LUMINOX

LUMINOX - Blackout Series

After the unprecedented success Luminox has had with its Blackout models introduced over the past two years, introducing one blackout model within several different series, it seemed only logical to go back to its earliest success and its roots and release a Blackout version of its Original Navy SEAL watch.

Blackout Craze Continues with Addition of 2 new Luminox Models - Original Navy SEAL and Valjoux Field Models added.

After the unprecedented success Luminox has had with its Blackout models introduced over the past two years, introducing one blackout model within several different series, it seemed only logical to go back to its earliest success and its roots and release a Blackout version of its Original Navy SEAL watch. Given how well this series still performs for Luminox as one of its entry level series, and how remarkably well the Blackout models have done, it's not hard to imagine how strong this new offering will be.

But it doesn't stop there, as Luminox will bracket itself at top and bottom, with a Blackout offering in its top end Field Valjoux Automatic Chronograph series too. Luminox has gradually moved upstream with many new series that retail from \$1000 to \$2500, created to offer product more ideally suited for its fastest growing market segment - jewelry stores. These stores have enjoyed terrific sell-throughs at all price levels with Luminox, and adding a higher priced Blackout offering will surely be yet another win for all concerned - retailers, Luminox and of course consumers too.

Luminox - maker of the world's most luminous timepieces thanks to the proprietary Luminox Light Technology (LLT) utilized in them - is proud to introduce the all-black BlackOut series of timepieces - ideal ESSENTIAL GEAR for professionals and athletes. Luminox watches are known to be Always Visible and always glow, so the notion of going dark would seem to be contrary, but not to worry, the watches still glow continuously for up to 25 years, this time in a new blue color on the hands and hour markers for night viewing. The LLT-micro gas lights are glowing in blue - Blue by Night. The look of the watches is completely blacked out, but telling time is still easy thanks to a tone-on-tone look achieved with a jet black dial and dark charcoal numbers and markings. The Original SEAL model is of course water resistant to 200 meters while the Field Valjoux Automatic Chronograph is capable of 100 meters and, like all Luminox watches, Swiss made.

A key color for Luminox because of the covert nature of the wearers of the brand - SWAT teams, Navy SEALS, Stealth fighter pilots, and other professionals -- black is a natural for the newest line, which has two important models.