

## PRESS RELEASE

### Luminox Original Navy SEAL Dive Series

**Malaysia, June 2021** - Initially designed at the request of the U.S. Navy SEALs, the Original Navy SEAL Dive was the first watch designed by Luminox. This iconic watch would then act as the foundation for future Luminox watches. This time, Luminox is back once again with the '3001.EVO.Z.SET', a Limited Edition Grey-out model of the Original Navy SEAL Dive Series, which is an evolution over its predecessors.

The grey-out is the new grey-coloured variation after Luminox's successful black and white-out series. In 2009, the black-out series was launched in an all-black theme - black carbon case, black silicone strap, and matte black dial contrasted with polished black numbers. The series was conceptualized to give it a stealthier look in line with the secrecy of missions in the military. The black-out watches soon became one of the best-selling versions with its highly fashion forward black-out concept of its time. In 2012, the white-out series, designed to be the opposite, was launched to also appeal to women and those who wanted a contrast on their wrist. As such, it is a natural transition for Luminox to launch the grey-out series for the audiences that prefer something in between. It is only apt to mark such a simple but distinctive colour on an iconic watch such as the Luminox Original Navy SEAL Dive Series.



Limited to only 400 pieces worldwide, the new Original Navy SEAL Dive '3001.EVO.Z.SET' has a design upgrade, giving the bezel, case and dial a modern look. The dial is textured and the fonts on the watch have all been modernized. It is sold as a set with an extra grey webbing strap and strap tool changer.

The Luminox '3001.EVO.Z.SET' comes in a 43mm CARBONOX™ (carbon compound), hardened mineral crystal, and a polyurethane (PU) rubber strap. Its screw-in caseback and crown also helps to give the watch a better water resistance at 200 metres.

Luminox's signature Luminox Light Technology (LLT) is also found in the watch, which ensures a constant glow 24/7 without an external power source. There are 15 light tubes in the watch, with an extra tube with sapphire crystal fitted at the 12h on the bezel to act as a point of reference in total darkness.

The LLT is very suitable for special force teams as this light technology is one of the main reasons why the Navy SEALs commissioned Luminox to create special dive watches that would suit and serve them in their nighttime missions. It does not require any pushing of buttons for light activation, thus keeping their hands free for other tasks and providing easy and excellent visibility.

Luminox prides itself as an essential gear for the Navy SEALs. It is through the quality, design and functions of Luminox watches that we have garnered the trust and respect from the Navy SEALs. The Luminox Original Navy SEAL '3001.EVO.Z.SET' Limited Edition in Grey-out re-enforces an association that has lasted for decades and marks Luminox as the watch of choice for generations of Navy SEALs.

### Luminox Original Navy SEAL Dive





Original Navy SEAL Dive  
3001.EVO.Z.SET

RM 2,650

**About Luminox**

Luminox, the original the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

**ALWAYS VISIBLE**

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

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**AVAILABILITY**

Luminox watches are available at the following departmental stores and other leading watch retailers.

**Parkson at Pavilion**

Level 3, Pavilion, 168, Jalan Bukit Bintang, 55100 Kuala Lumpur.

**Parkson at One Utama**

Lot G 320, F 320, S 320, 1 Utama Shopping Centre, Lebuhraya Bandar Utama  
47800 Petaling Jaya, Selangor Daruh Ehsan.

**SOGO**

Kompleks SOGO, 3D Fashion Arena, 190, Jalan Tuanku Abdul Rahman 50100  
Kuala Lumpur.

**SOGO**

Central i-City, Unit G-01, No 1, i-City, Persiaran Multimedia, Seksyen 7, 40000  
Shah Alam.



Crystal Time is the official watch distributor for Luminox.  
For further information and the full list of authorised watch retailers, please call Crystal Time (M) Sdn Bhd at +603 2938 3938 or visit the website at [www.crystaltime.com.sg](http://www.crystaltime.com.sg).

**Luminox Malaysia social media:**

Facebook: [www.facebook.com/LuminoxMalaysiaBrunei](http://www.facebook.com/LuminoxMalaysiaBrunei)

Instagram: [www.instagram.com/luminoxmy](http://www.instagram.com/luminoxmy)

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