



## PRESS RELEASE

### LUMINOX ATACAMA FIELD SERIES – THE “WILD WILD WEST” ON NEW SHADES OF LEATHER AND METALS!

**SINGAPORE, NOVEMBER 2011** – The breathtaking beauty of the Atacama Desert is captured in the designs of the **Luminox Atacama Field Series** with cool rough-edged styling that evokes the feel and magic of desert sand storms. The Atacama is a region in northwest Chile where the Atacama desert, one of the driest areas in the world, is found. This series of watches was conceived to evoke the rugged feeling and flavour of this region.



*The Atacama Desert, one of the driest areas in the world*

Luminox first launched the **Atacama Field Series** earlier this year with rough suede leather straps in sandy tanned or blue grey. Each watch features Luminox's signature colormark on the dial, with markings that match with their respective strap colours, featuring the patented Swiss-made Luminox Light Technology (LLT) self-illumination system that enables the watches to glow in the dark continuously for more than 25 years.



1845 – Sandy Tanned

Retail Price: S\$1,280 (w/o GST)/ S\$1,370 (w/ GST)



1845 – nightshot



1843 – Blue Grey

Retail Price: S\$1,280 (w/o GST)/ S\$1,370 (w/ GST)



1843 – nightshot

## **CORE FEATURES**

- Rough suede split cowhide leather strap in beige tanned, brown tanned or blue-grey with contrasting stitches
  - Black dials with tanned markings or midnight blue dial with blue-grey markings corresponding to the colour of the respective leather straps
  - Sapphire glass, single antireflective coating glass on watch face
  - Diameter: 42mm (no alarm) or 47mm (with alarm)
  - Water resistance: 200 metres
  - 50-month battery life
  - Comes in either Time-Date or Chronograph
- (The models featured here are Chronograph)

Luminox watches are categorized under three core collections – LAND, AIR and SEA. The AIR collection are an exclusive arrangement with Lockheed Martin to produce Luminox watches for the US Air Force, inspired by famous battle aircrafts. The SEA collection features the world famous Luminox Navy SEAL watch trusted and validated by super elite forces around the world like the US Navy SEALs. Finally, the LAND collection feature watches used by key law enforcement groups like the LA Police Department, LA Fire Department, FBI and CIA. The LAND collection is also the Luminox watch collection that feature leather strap watches, and hence are also versatile for formal and office use, while providing the same level of intense durability prized by these renowned law enforcement agencies.

## **THE CONCEPT BEHIND THE ATACAMA DESIGN**

The Atacama Field Series, a new series in the LAND collection, signaled a significant design shift by Luminox. While previous leather strap watches had a gentrified look, Atacama Field watches spot a more exotic “Wild Wild West” flavour, with their rough-shod suede leather straps and contrast stitching, combined together to achieve a tough, furrowed, elegantly weather-beaten style. Atacama Field watches are designed to appeal to frequent travelers who love to explore the great outdoors and exotic travel destinations.

The first two installments of the Atacama Field watches (both Day-Date and Chronograph) came in two exotic shades – sandy tanned that reflects the bright day view of the Atacama desert landscape, and blue-grey inspired by the cooling nights under the starless Atacama sky.

Now specially for Christmas 2011, Luminox is introducing an ultra cool new shade of tanned in its leather strap range – Safari Tanned! Once again true to the “Wild Wild West” design concept of the Atacama Field watches, this tone of tanned is the closest shade to the view of the Atacama desert landscape against the sunset. It evokes images of romanticism as seen in Western movies, of cowboys riding away in the sunset after a great adventure together. Indeed a watch that is a symbol of brotherhood and wonderful travel adventures to be cherished for years to come.



1853 – Safari Tanned

Retail Price: S\$1,280 (w/o GST)/ S\$1,370 (w/ GST)



1853 – nightshot

#### CORE FEATURES

- Rough suede split cowhide leather strap Safari tanned with contrasting stitches
- Black dial with Safari tanned markings corresponding to the colour of the respective leather straps
- Sapphire glass, single antireflective coating glass on watch face
- Diameter: 42mm (no alarm) or 47mm (with alarm)
- Water resistance: 200 metres
- 50-month battery life
- Comes in either Time-Date or Chronograph  
(The model featured here is Chronograph)

Additionally, for Christmas 2011 shoppers, Luminox is bringing in special bracelet editions for the Atacama Field Series of watches. These new bracelet editions are tailor-made for men who love the breezy, weather-beaten feel of the Atacama Field models, but with a preference for bracelet watches. Even with the use of bracelets, the watch still retains the original flavour of the Atacama desert aesthetic with its brushed stainless steel surfaces and trendy metallic tints.

These Atacama Field bracelet models also provide a more gentrified feel to the collection, for those who want the versatility to wear these watches in a formal setting, and yet have a touch of the “Wild Wild West” beneath their cuff-links.

### ATACAMA FIELD DAY-DATE - BRACELETS

The new bracelet models for the **Atacama Field Day-Date 1820 Series** comes in traditional brushed silver-toned stainless steel bracelet with ebony black dial/silver-toned markings to match the bracelet. The second model is a gunmetal-toned stainless steel bracelet with midnight blue dial/blue grey markings, which closely imitates the blue grey colour of the original suede leather strap model.





1824

Retail Price: S\$1,095 (before GST)/ S\$1,172 (with GST)



1824 - Nightshot

#### **Atacama Field Day-Date 1820 Series**

- Brushed stainless steel case, fixed bezel and bracelet in traditional silver-toned or gunmetal-toned
- Black dial with tan markings or midnight blue dial with blue-grey markings
- Sapphire glass, single antireflective coating glass on watch face
- Diameter: 42mm
- Water resistance: 200 metres
- 50-month battery life

## ATACAMA FIELD CHRONOGRAPH – BRACELETS

Similar new bracelet models have been introduced to the **Atacama Field Chronograph 1840 Series**. As the name indicates, this is the chronograph model in the series. Similarly, the first model comes traditional brushed silver-toned stainless steel bracelet with ebony black dial/silver-toned markings to match the bracelet. The second model is a gunmetal-toned stainless steel bracelet with midnight blue dial/blue grey markings, which closely imitates the blue grey colour of the original suede leather strap model.



1842

Retail Price: S\$1,360 (before GST)/ S\$1,455 (with GST)



1842 – Nightshot



1844

Retail Price: S\$1,495 (before GST)/ S\$1,600 (with GST)



1844 – Nightshot

#### **Atacama Field Chronograph 1840 Series**

- Gunmetal or silver-toned brushed stainless steel case and fixed bezel
- Black dial with silver sub-dials and markings OR midnight blue dial with silver sub-dials and blue-grey markings
- Sapphire glass, single antireflective coating glass on watch face
- Diameter: 42mm
- Water resistance: 200 metres
- 50-month battery life

## **AVAILABILITY**

Luminox watches are available at leading department stores (TANGS Orchard, TANGS VivoCity, OG Orchard Point, Robinsons Centrepont) and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at [www.crystaltime.com.sg](http://www.crystaltime.com.sg).

## **ABOUT LUMINOX WATCHES**

Started in 1989, Luminox watches are known in the military and law enforcement arena, the dive world, rugged and outdoor sports and among pilots around the globe. What makes Luminox watches so special is their ability to allow wearer to view time-at-a-glance, no matter what the light level, even in total darkness. This self-powered illumination system glows without the need to push any button or any exposure to light. Each watch contains tiny self-powered micro gas lights that have the ability to glow continuously for more than 25 years and are 100 times brighter than other luminous watches.

## **BACKGROUND**

Like many other American success stories, Luminox came from a forward-thinking individual realizing a need in the market and meeting it. Barry Cohen, a watch industry veteran, came across a Swiss self-powered illumination system and knew that it would make watches more visible and easier to read in low or no light situations. He asked his friend Richard Timbo if he would like to join him. Luminox was born in 1989 (Lumi is Latin for light while Nox is Latin for night), driven by a commitment to offer cutting-edge luminescence and readability in its line of high-performance sports watches.

The Luminox Navy SEAL watch is the timepiece that made Luminox famous. The officer in charge of procurement for the Navy SEALs, Nick North, was asked to seek a more dependable watch for night missions and found the solution at a trade show where he discovered Luminox. He worked with Cohen to develop a watch specifically for them and the Navy SEAL watch was born.

After Luminox provided the watches to the SEALs, Luminox began marketing the watch across the country and the world. Luminox was then approached by US Air Force pilots flying the F-117 Nighthawk fighter jet -- Luminox developed a watch for these pilots and contacted Lockheed Martin, which turned into an exclusive arrangement to produce Lockheed Martin timepieces.

Throughout the following 20 years, Luminox has never strayed from its mission and this has been confirmed and validated by the many elite military and law enforcement units that have adopted Luminox as standard equipment.

## **MEDIA CONTACT**

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