

PRESS RELEASE

Luminox Expands Its Military-Grade 3350 Watch Series



July 2025 – Luminox, the trusted Swiss Made watch brand worn by elite rescue teams, professional divers, and rugged adventurers around the globe, proudly introduces a bold new colorway to its MIL-SPEC 3350 Series — a collection engineered from the ground up to meet rigorous military-grade performance standards.

Mil-Spec, short for Military Specification, refers to a stringent set of technical standards originally developed for military-grade equipment. Products that meet these specifications are recognized for their exceptional sourcing, fabrication, material durability, and quality. The Luminox 3350 Series watch is developed and built in compliance with the technical requirement of MIL-SPEC - MIL-PRF-46374G TYPE III CLASS 1.



This new edition maintains the uncompromising build quality that earned the 3350 Series its MIL-SPEC status, including 30ATM water resistance through a construction of its robust CARBONOX™+ 46mm case and Titanium Grade 2 unidirectional rotating bezel. These materials provide a superior strength-to-weight ratio while also being highly resistant to saltwater corrosion, making it an ideal timepiece for demanding environments.

Precision remains at the heart of this timepiece. It features the specialized ETA F06.412 quartz movement with enhanced battery life, and two innovative features: **HeavyDrive** and **PreciDrive**. When a watch receives a shock or impact, it can experience imbalance, which may affect the movement and timekeeping. With HeavyDrive technology, the movement delivers a counter-impulse at the moment of impact, preventing the hands from skipping accidentally and allowing the watch to better withstand unbalanced forces.

Meanwhile, PreciDrive optimizes the watch's timekeeping accuracy to an exceptional ± 10 seconds per year (depending on wear conditions). This is achieved through a thermo-compensation unit that adjusts the motor pulses in response to fluctuations in ambient and water temperature, delivering precision under all conditions.

Proud of Luminox's bestseller, Group Product Director Pierrick Marcoux says, "Achieving technical MIL-SPEC compliance isn't just about performance, it's about commitment to excellence in every technical component and material we've used. This new colorway brings a fresh alternative to a truly battle-tested timepiece."



The Luminox Light Technology used across the hour markers, the hour and minute hands and the bezel, ensures unmatched visibility in all light conditions. In addition, the prominent second hand of the Luminox MIL-SPEC series now features an orange arrow tip with Super-LumiNova®, offering enhanced readability in low-light environments.

The 3359.SET model showcases white numerals on the bezel and a crisp white rubber strap for a bold, arctic-inspired finish. It also comes with an additional black webbing strap, providing versatile wear for various terrains and conditions.

Designed for those who operate in the most demanding situations, from search and rescue professionals to outdoor explorers. The 3350 Series continues to set the benchmark for rugged and mission-ready performance.

Luminox Mil-Spec 3350 Series – 3359.SET



The Luminox MIL-SPEC 3359.SET is priced at SGD \$1,425 before GST and is presented as a set, comprising a white rubber strap and an additional black webbing strap for versatile wear.

Product Specification

Glass Type	Sapphire crystal with anti-reflective coating
Case Material	CARBONOX™
Case Diameter	46 mm
Strap Material	Rubber & Nylon Webbing Strap
Strap Colour	White Rubber Black Nylon Webbing Strap
Dial Colour	Black
Functions	Date, Dive bezel
Movement	Quartz
Water Resistance	300 metres

ABOUT LUMINOX

Luminox, the original self-powered luminous watch brand, is the timepiece of choice for global outdoor adventure icon Bear Grylls, the Icelandic Association for Search and Rescue (ICE-SAR), elite military and law enforcement units, fighter jet pilots, and professional divers around the world. Luminox watches remain visible for up to 25 years in any lighting condition. Always Visible, tough, powerful, and accurate — Swiss-Made Luminox is trusted as the ultimate night vision gear by rugged explorers, rescue teams, and peak performers operating in the most demanding environments.

ALWAYS VISIBLE — Relied on by tactical professionals, emergency responders, rescue operators, and outdoor adventurers, Luminox watches are built for those who need absolute reliability. Equipped with cutting-edge tritium gas tube technology, Luminox watches 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.