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**Press-Release III:**

**Isotope Watches launch Isotope Rider Jumping-Hour**  
Isotope, horological complications demystified.

**London, August 6, 2017**

**Introduction**

Isotope Watches launched on the 21<sup>st</sup> of February 2017, their first model, a Self-Winding Limited Edition of 99 Swiss Made Jumping-Hour.

With a unique design, our inspiration came from the Streamline Moderne philosophy, a post Art Deco era where most designs are still authentic and desirable. The departing point were some of the most breath taking cars and boats ever designed. Two excellent examples are the 1938 Phantom Corsair designed by Rust Heinz and the Speedboats designed and built by Garfield Wood between 1930-1939.

This is why we often mention that our watch was “*designed by the wind*” as we gained inspiration from various artistic, architectural and design fonts. Every element was created to look like the watch itself is in motion.

The name Rider agglomerates various concepts but above all expresses the will to time travel, reinterpreting the Streamline Moderne philosophy and adding timeless elements into its contemporary, classic design.

That is why the Rider is unique but also seems familiar.

We believe we are the first independent watch brand to ever introduce a new Jumping-Hour as it's first complication.

Our concept is a tribute to Josef Pallweber and Gérald Genta. A tribute to the first for inventing the concept and an acknowledgment to the second as no other watch designer created so many iconic versions of watches with a Jumping-Hour complication.



### **The Jumping-Hour Movement and Complication Module**

In our Rider, the number positioned at 6 o'clock represents the hour.

As an example, at 5.59, as the minute and second hands reaches the last second before 6, the 6 “jumps” replacing the 5 in the hour window.

Our bespoke module, with window hour positioned at 6 o'clock, adopts an ingenious solution and the module uses a systematic amount of power throughout an entire hour, delivering excellent results in accuracy and reliability.

The heart animating the Rider is the well-known ETA 2824-2, a movement that has been widely used by top brands due to its reliability, accuracy and low-maintenance costs. The Jumping-Hour module is 100% Swiss Made and assembled in the Swiss district of Biel.

### **Customization**

The Rider can be customized as per our costumers preferences and we have created exclusive partnerships with the best professionals in the industry of watchmaking including Hand-Engraving, Individual Rotor decoration, Hand Made Leather Straps and Watch Travel pouches, amongst others.

We also offer each customer the possibility to travel to La Chaux-de-Fonds and check with us the assemblage and quality tests of its own unique timepiece.

Customization will be defined and planned directly with the Isotope Co-founder before starting production.

### **Pre-order pricing:**

Two installment payments whilst production runs:

Pre-order and Serial Number reservation:

Inside EU £1,320 (U.K. VAT incl.) - Remaining value of £1,068 (U.K. VAT incl.) will be due before watch is dispatched.

Outside EU £1,100 (Taxes excl) - Remaining value of £890 (Taxes excl.) will be due before watch is dispatched.

Special price: 10% discount from total price if watch is paid in full during Pre-orders:

Inside EU £2,149 (U.K. VAT incl.)

Outside EU £1,791 (Taxes excl.)

Price after Pre-orders are closed:

Inside EU £2,388 (U.K. VAT incl.)

Outside EU £1,990 (Taxes excl.)



The box includes:

- 1 Limited Edition ISOTOPE Rider Swiss Made Jumping-Hour
- 1 Dial colour of your choice (6 available colours)
- 1 Quick Release Geneva Made Leather Strap (Brown or Black)
- 1 Swiss Made Travel Watch leather pouch
- 1 Collector watch box
- 2 years limited warranty
- Free Shipping Worldwide

### **Technical Specifications:**

Case, Crown and Buckle: Stainless Steel 316L

#### **Dimensions**

Length, including lugs: 47,7mm

Width: 46,8mm (without crown) / 47,4mm (with crown)

Height: 12,1mm (excluding crystal) / 13,7mm (including domed crystal)

Domed AR Sapphire Crystal: ø37mm

Case Back AR Sapphire Crystal: ø24mm

Lugs width: 22mm

Buckle: Pin Buckle, 20mm

Water Resistance - 10ATM/100m

#### **Movement**

Swiss Automatic, self-winding, ETA 2824-2 with bespoke Isotope Jumping-Hour module

Functions: Mechanical, Hour positioned at 6 o'clock, central minutes and hacking seconds

Accuracy: +20"/-10" p/day

Jewels: 26

Frequency: 28800 A/h

Shock Protection: Incabloc

Power-Reserve: 38 hours

### **About Isotope watches**

Isotope Watches was created in November 2015 and registered as Trade Mark in the Summer of 2016. The owner of the brand Isotope is WoS, Ltd, a company based in the North of London and managed by the co-founders Jose and Joana Miranda.

The company is fully dedicated to bring to life Swiss Made horological complications, something only possible due to its Microbrand size.

In five years time Isotope will have a full range of high quality timepieces, always with exclusive technical solutions and original, yet classic design.



## **Links**

Social Networks:

Instagram: <https://www.instagram.com/isotope.watches/>

Facebook: <https://www.facebook.com/IsotopeWatches>

Twitter: <https://twitter.com/isotopewatches>

Website: [www.isotopewatches.com](http://www.isotopewatches.com)

## **High Resolution Images (dropbox):**

<https://www.dropbox.com/sh/u7lndw906l5356n/AABgf7lpydkXZ1XJmQgNnZKHa?dl=0>