

Time Traveling the VOGARD Way...

Can the Timezoner®
System Revolutionize World Timers?



Reading the time on your watch when you're in a familiar city is a fairly simple affair – simply check the hour and minute hands, and that's that. Any child can do it. But trying to figure out the time after crossing several time zones on just a few hours of sleep is another matter altogether, anyone would agree.

There are two standard time settings on watches. The first is the GMT (Greenwich Mean Time) or UT (Universal Time) -- both represent the same thing: the universal standard time by which all watches are set.

The second is the world timer, which is a watch with a dial that indicates up to 24 time zones worldwide. The various time zones are typically indicated by the major cities that match up to them -- usually shown on the face of the watch or on the bezel.

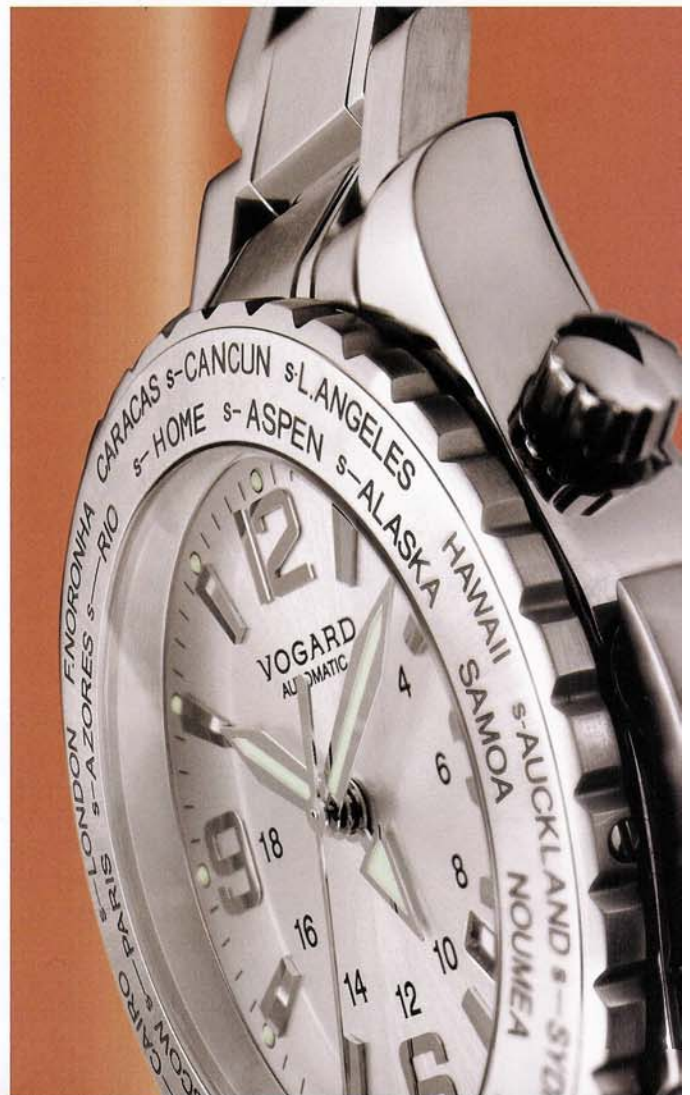
With the GMT/UT type, you can usually and simply change the hour hand via the crown. This is a nice function and it works well, but you have to know the hour to which you are sending the poor little hour hand. Easily enough, you can ask the flight attendant for the correct time of your destination or consult the internet or even your cell phone. The person sitting next to you will most likely know, too.

It's not a major undertaking figuring out the time, so what's the big deal about world timers?

When you wear a normal world timer you can let the watch work with you, in the calculation or the figuring that occurs, when you try to set the watch. However, it is very confusing when having to adjust the watch to the current location. It should not be so difficult. There are some watches that have the names of the cities shown through the dial in a small window and those are very nice and simple, too.

What I'm referring to are the complicated, historical types of world timers that essentially require an engineer to use and appreciate.

Then, just when you thought you knew how to work the world timer and you take your next world trip with your favorite travel watch, you forget to set the time correctly and reset the midnight setting or the bezel has to be here and you have to physically turn and face





to the east, ad infinitum. It's tiring and defeating. Not to mention the headache that will surely ensue when you're en route to L.A., but have to go to New York first and then on to London or Hong Kong, oy vey!

In truth, the world timer by Oscar Waldan is the simplest of the historical types of world timers I have seen and it looks good, to boot. Alas! You still have to know how to use it and I don't want to have to learn another set of skills entirely just to use my watch. I just want to put it on and go.

Time Made Simple

If you listen now you can hear the sounds of the cavalry kicking up some dust while blowing into town with a new watch. A watch that is so elemental that even I can make it work. In fact, anyone who has ever worn a watch with a movable bezel can use this revolutionary world timer.

Every time I show it to someone I get what my son calls the "WOW factor" -- as in: WOW! Look at that! That's the way a watch should be!

Vogard did it. They made the watch the way it should be. Simply turn the bezel and the hour hand and the 24-hour hand moves to the correct time.

The major cities appear on the bezel. You just rotate the bezel to the city of your choice, position the city to just above the 12 position and your world timer is now properly set for the city you are going to or the one you are already in.

There is also another small, but big in scope, part of setting the watch: the unique daylight savings time feature. (NOTE: This is the first world timer with a setting for daylight savings time.) If your city has a small (s-) in front of it, that means "spring" or daylight savings time. All you do, during the spring season, is turn the bezel one click so that the (s) is just above the 12 position, your watch will then adjust an hour forward and you're ready to go. During the fall, set the watch on the city name itself. Just one click and it's done!

Simple? YES! And that's the way it should be. Vogard calls it the "Timezoner[®] System."

Another unique part of this watch is the setting lever on the side, which makes it look bigger than it actually is. You have to pull the lever out to move the bezel. The bezel is locked and flush with the

case when the lever is closed. The case diameter is 43mm, with the bezel it's 44mm. This watch looks very well-balanced, not overly big, but certainly not disproportionate. This watch is really like a fine design that makes sense the first time you see it. The setting lever gives the watch a look that is different, in a very stylish, unforgettable way.

The dials, all of them, are perfect. Not a flaw, not a blemish, just perfect. The black-faced dial with silver bezel is paired with a thick, brown, hand-stitched leather band, making it one of the nicest watches I have ever seen.

This watch just has that certain something that gets me every time I see it.

There are many watches that I like and lots of them grab me right away and some even make me drool -- but this watch looks rich, feels rich and has all the right moves.

Oh! The Places You Will Go...

There are a few different models that are available and here is where the marketing genius lay.



The watch is genius enough, but with Vogard you can customize the bezel.

For example, if you travel to the same locations all the time, then you can have those cities put on the bezel. If you have 14 offices around the world and would like the city of each office shown on the dial, then you can create a watch that is tailor-made to your "time travel" needs.

The "Bogey Golfer" model has a green bezel with all of the major golf courses displayed on it.

The "Licensed Pilot" model shows the three-letter airport codes instead of the cities.

The "Black Card" is great looking with a black bezel and all of the standard cities shown on it.

The "Gold Edition" is a beautiful rose gold case with a black dial, silver indices and rose gold hands.

The "Daymonds" model (nice play on words) has a small diamond where each (s-) is next to the city, indicating spring time. The setting lever is paved and there is a circle of paved "daymonds" on the dial where the normal 24-hour numbers would be.

The "Formula 1" looks very nice with a black dial and bezel and red markers for the spring time setting. The leather band is also stitched with red thread, an excellent detail. The cities shown are all of the most famous racetracks around the world: Dubai, Silverstone, Monaco, Karachi and so on.

The "Personal Edition" is waiting for you. This will be the custom model you order. The back of the case is half stainless with a half moon sapphire crystal showing the movement underneath. The back of this case is engraved as "Personal Edition."

NOTE:

I did get to see a few models that Michael Vogt, the Founder and CEO of Vogard, is currently working on and they are fantastic. I promised I would not mention what they are in this article but I can tell you that they are absolutely beautiful.

If you look at the prices of most world timers you will find that they are astronomical. The Vogard is affordable, with a less-than-\$10,000 price tag for the stainless steel model. I'm sure the price of a Vogard will increase at a very fast rate over time. The demand is already high, especially with the customized bezels.

Visit their website to see a working model of the watch. Click on the setting lever and move the bezel to the city you want to see and the watch will show the correct, corresponding time, a brilliant display of technological advances, to be sure! ✓

www.vogard.com

Thanks for watching.

Urich

