

URWERK[®]
G E N E V E

URWERK - THE COMPANY

URWERK'S UNIQUE CREATIONS ARE THE RESULT OF A HIGHLY PERSONAL VISION OF TIMEKEEPING, UNITING CLASSICAL WATCHMAKING WITH NEW TECHNOLOGY AND SOLUTIONS. FOR THIS PARTICULAR COMBINATION, GENEVA IS THE PERFECT CHOICE FOR A WORKSHOP LOCATION, AND THAT IS WHERE YOU WILL FIND US.

MARTIN FREI

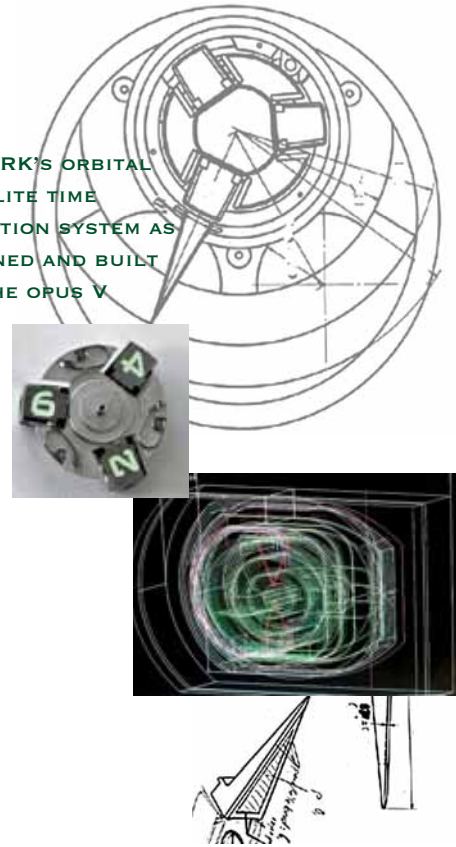
GENEVA



FELIX BAUMGARTNER

WITH ITS RICH HISTORY OF WATCHMAKING TRADITION SPANNING CENTURIES, GENEVA HAS LONG HARBORED TALENTED ARTISANS. PERHAPS THAT IS WHY THE EXPERTISE FOUND IN GENEVA TODAY TRAVERSES THE GAMUT FROM TRADITIONAL ARTISANAL TRADES SUCH AS HAND ENGRAVING AND ENAMELING TO THE PRODUCTION OF MICRO ENGINEERED PARTS AND EVEN NANOTECHNOLOGY. SUCH A BROAD MATRIX PROVIDES THE PERFECT BACKGROUND FOR URWERK'S IDEAS TO THRIVE FREELY AND TAKE FLIGHT. URWERK IS ONLY AVAILABLE VIA SELECTED DEALERS, CHOSEN FOR THEIR UNDERSTANDING OF OUR TIMEPIECES AND THEIR ABILITY TO SERVE OUR CLIENTS IN THE BEST POSSIBLE MANNER.

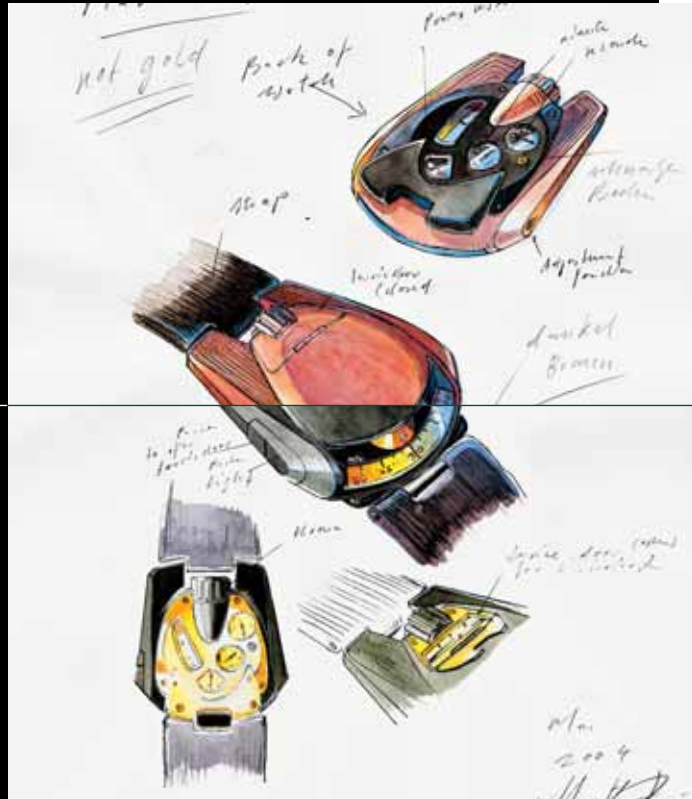
URWERK'S ORBITAL SATELLITE TIME INDICATION SYSTEM AS DESIGNED AND BUILT FOR THE OPUS V



URWERK IN MOSCOW



DESIGNER MARTIN FREI



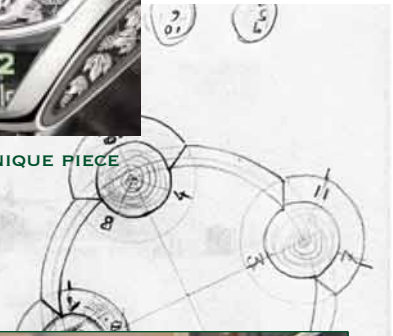
SKETCHES OF AN EARLY PROTOTYPE URWERK WATCH

IN URWERK'S WELL-RESOURCED ATELIER, WATCHMAKER FELIX BAUMGARTNER, DESIGNER MARTIN FREI, AND A SMALL GROUP OF HIGHLY TRAINED ASSISTANTS, WORK TO INSURE THAT EACH WATCH IS AN INTENSELY PERSONAL EXPRESSION OF URWERK'S PHILOSOPHY- FROM THE INITIAL DESIGN AND PRODUCTION TO ASSEMBLY, TESTING AND EVEN THE PACKAGING OF THE FINISHED TIMEPIECE.

FOR THOSE SEARCHING FOR THE EXTREME IN EXCLUSIVITY, URWERK'S LOVE OF CHALLENGES ENSURES THAT VIRTUALLY ANY TYPE OF CUSTOMIZATION IS POSSIBLE, INCLUDING: ENGRAVING, ENAMELING AND JEWELRY SETTING. THIS OFFERS THE POSSIBILITY OF REALIZING COMPLETELY ORIGINAL AND UNIQUE TIMEPIECES.



URWERK 103 UNIQUE PIECE



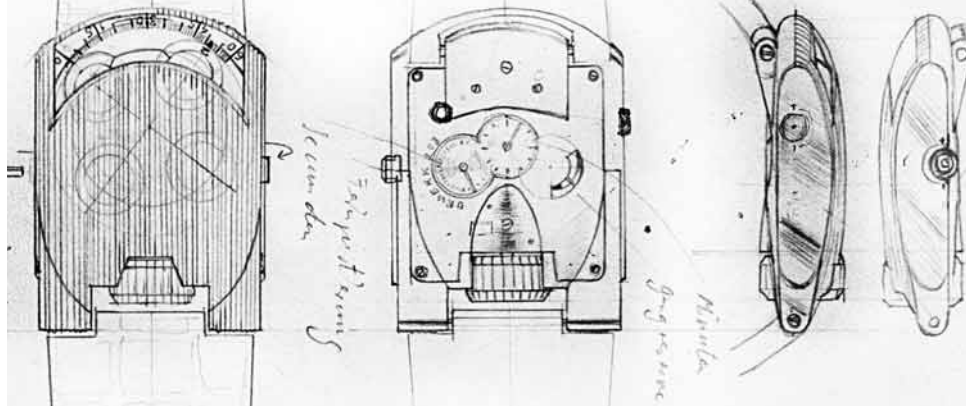
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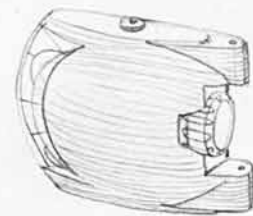
MASTER WATCHMAKER FELIX BAUMGARTNER



WATCHMAKER-TEAM SEBASTIAN AND SERGE



MANY OF URWERK'S SEMINAL IDEAS BEGAN WITH A SPARK OF INSPIRATION FOUND DURING TRAVELS ACROSS THE GLOBE EXPLORING THE ARCHITECTURE AND ART OF OTHER CULTURES, AS WELL AS THE REMAINS OF ANCIENT CIVILIZATIONS.



URWERK AT WORK

URWERK®
GENEVE

URWERK - THE WATCH

A NEW GENERATION OF
HAUTE HORLOGERIE



*UR-103

URWERK 103.03 WHITE GOLD

THE TOP OF THE CASE HAS BEEN OPENED UP TO THE HEAVENS; MUCH IN THE SAME WAY THE ROOF OF AN OBSERVATORY OPENS TO GIVE THE ASTRONOMER'S TELESCOPE A FULL VIEW OF THE STARS. THIS SEEMINGLY SIMPLE DEVELOPMENT IS THE RESULT OF MUCH EXPERIMENTATION; AS THE SAPPHIRE GLASS USED IN THE WINDOW OF THE UR-103.03 IS SO COMPLETELY UNIQUE THAT IT WAS NEARLY IMPOSSIBLE FOR US TO DEVELOP TECHNIQUES TO CREATE IT. THE EFFECT OF THIS NEW WINDOW IS EXCEPTIONALLY DRAMATIC; THE ORBITAL CROSS HAS BECOME VISIBLE TO THE USER, WHICH MEANS THAT NOT ONLY THE PRESENT TIME IS VISIBLE, BUT ALSO THE APPROACH OF THE FUTURE AND THE PASSAGE OF THE PAST ARE EVIDENCED BY THE SATELLITES APPROACHING AND DEPARTING FROM THE 60-MINUTE HOUR ARC AT THE FRONT.

THIS IS AN EXPERIENCE AND SENSATION OF TIMEKEEPING AND TIME UNLIKE ANY OTHER THAT EXISTS, AND IT REPRESENTS A POWERFUL AND CLEAR STATEMENT OF URWERK'S PHILOSOPHY TOWARDS TIMEKEEPING. THE ORBITAL CROSS HAS NOW BEEN GIVEN VERY FINE DETAILING ALONG THE CENTER OF THE ARMS AND THE ROUND PLATFORMS FROM WHICH THE SATELLITES HANG SUSPENDED. CASE OUTLINES AND THE SURFACE TEXTURE OF THE UR-103.03 HAVE ALSO BECOME MORE POWERFUL AND BOLD. PAIRED GROOVES IN THE GOLD OR PLATINUM SURFACES CREATE A NEW SENSORY EXPERIENCE OF THE UNIQUE AND COMPLEX CURVATURE OF THE CASE.

THE UR-103.03 REPRESENTS A FURTHER DEVELOPMENT OF THE *UR-103 BOTH: MECHANICALLY AND VISUALLY. IT IS AVAILABLE IN 18-CARAT WHITE GOLD OR PINK GOLD.

5



URWERK 103.03
PINK GOLD



URWERK - THE TIME



8:47



9:00



9:51

6



URWERK - THE CALIBER

THE ORBITAL CROSS CARRIES FOUR HOUR-SATELLITES, ONE AT THE END OF EACH ARM, SUSPENDED IN THE AIR. THEY ARE GOVERNED BY INTERNAL GENEVA CROSSES OF TITANIUM PLACED ON THE UNDERSIDE OF EACH SATELLITE. THESE CROSSES WERE SPECIALLY CHOSEN FOR THEIR LOW-FRICTION MECHANICAL PROPERTIES, AND ALTHOUGH SIMPLE IN APPEARANCE, THEY MUST BE MANUFACTURED WITH EXTREMELY HIGH TOLERANCES IN ORDER TO WORK EFFORTLESSLY.

SATELLITE ONE HOLDS NUMBERS 1, 5 AND 9, SATELLITE TWO CARRIES THE NUMBERS 2, 6, 10. SATELLITE THREE CARRIES THE NUMBERS 3, 7, 11 AND SATELLITE FOUR HOLDS THE NUMBERS 4, 8, 12. THIS CONFIGURATION ALLOWED DESIGNER MARTIN FREI FREEDOM TO PLACE THE NUMBERS ON THE SLANTING SIDES OF THE HOUR SATELLITES, ALLOWING THE USER AN UNENCUMBERED VIEW OF THE TIME WITHOUT HAVING TO TURN THE WRIST. IN ADDITION, THE IMPROVED WEIGHT DISTRIBUTION OF THE ORBITAL CROSS SYSTEM INSURES GREATER SYNCHRONICITY OF THE MOVEMENT.



ORBITAL SATELLITES

UNDERSIDE VIEW OF THE SATELLITES WITH THEIR INDIVIDUAL GENEVA CROSSES

7

ORBITAL SATELLITE

THE NUMBERS ON THE SATELLITES ARE IN SUPERLUMINOVA FOR NIGHTTIME VISIBILITY



ORBITAL CROSS

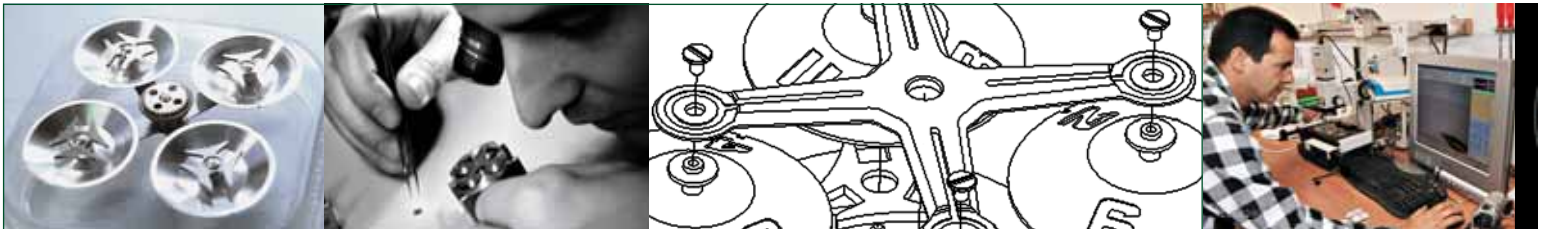
FINE DETAILING ALONG THE ARMS OF THE ORBITAL CROSS

INDICATION SCALE

THE TIMESCALE ALSO HAS LUMINOUS HOUR AND 5-MINUTE INDEXES

URWERK - THE CALIBER 3.03

THE FUNCTIONING OF THE MOVEMENT IS MARVELOUS IN ITS SIMPLICITY. TAKING 9 O'CLOCK AS AN EXAMPLE, AFTER PASSING 9:59 IT WILL BE ANOTHER 4 HOURS BEFORE THE SAME DISC WILL TAKE ITS POSITION ON THE TIMESCALE. DURING THIS 4-HOUR TIME SPAN, THE GENEVA CROSS UNDER THE SATELLITE WILL ENGAGE WITH A SPECIAL PIN, CAUSING IT TO TURN SLOWLY TO THE NUMBER 1. BEFORE, THE NUMBER 9 OF THIS SATELLITE WAS POSITIONED IN THE LENGTH OF THE CROSS; NOW THE NUMBER 1 WILL BE IN ITS PLACE. THE IDENTICAL PRINCIPLE APPLIES TO THE OTHER THREE SATELLITES. THIS IS WHY THE HOURS ARE GROUPED 4 HOURS APART ON EACH DISC.

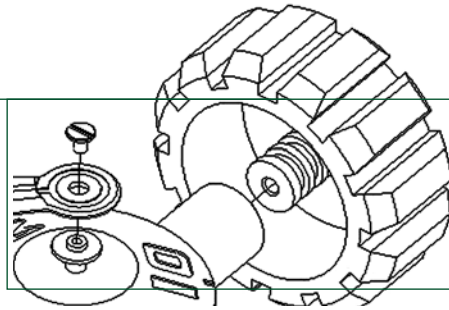


FELIX BAUMGARTNER

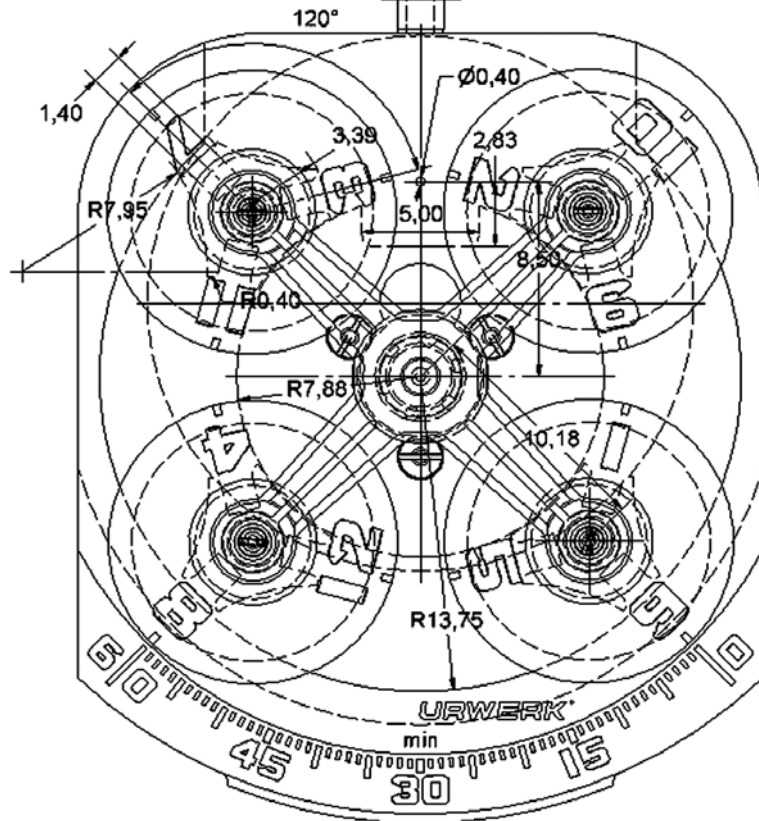
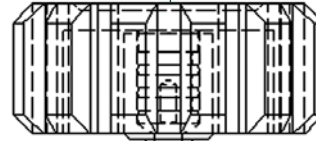
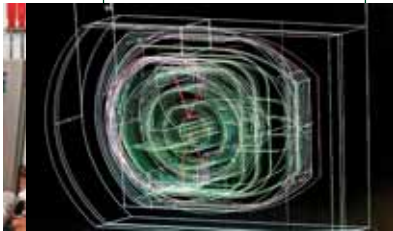


UNDERNEATH EACH SATELLITE DISC THERE IS A TITANIUM GENEVA CROSS TURNING EACH SATELLITE DISC ONE DIGIT EVERY FOUR HOURS





UNIQUE CROWN CONSTRUCTION WITH THREE RUBBER GASKETS ENSURING WATER RESISTANCE AND EASE OF HANDLING DURING WINDING AND TIME SETTING OPERATIONS



**TECHNICAL SPECIFICATION
CALIBER UR-3.03**



- MANUAL WINDING MOVEMENT
- UNIQUE TRIPLE BASEPLATE CONSTRUCTION IN ARCAP P40, BLACK PVD COATED
- TIME SATELLITE INDICATION
- MOVEMENT BUILT WITH LOW-FRICTION GENEVA CROSS SYSTEM
- 21,600 VPH (3 HZ)
- SUPERLUMINOVA FOR HOURS, MINUTES AND FIVE-MINUTE MARKERS
- HIGH STRENGTH, SPECIALLY CONSTRUCTED WINDING SYSTEM
- HOUR SATELLITES IN GRADE 2 TITANIUM WITH BLACK PVD COATING
- ORBITAL CROSS IN GRADE 2 TITANIUM

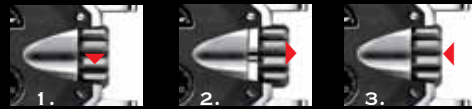
TAKEN FROM TRADITIONAL 18TH CENTURY WATCHMAKING, WHILE PROJECTING IT FIRMLY INTO THE 21ST CENTURY, THE PARTS ARE MICRO-SANDBLASTED AND THEN POLISHED WITH FINE CASHMERE.



POWER RESERVE

THE 43 HOUR POWER RESERVE INDICATOR IS DISPLAYED IN ITS OWN RECESSED SAPPHIRE GLASS WINDOW.

TIME SETTING & WINDING



1. TO SET THE TIME, ONE MUST TURN THE CROWN IN THE OPPOSITE DIRECTION OF THE WINDING, 2. THEN GENTLY PULL IT OUT.
3. ONCE THE TIME IS SET, PUSH THE CROWN BACK TO ITS ORIGINAL POSITION.

10



PRECISION ADJUSTMENT FUNCTION

PRECISION TIMING REGULATION VIA THE SPECIALLY DESIGNED ADJUSTMENT SCREW AND SCALE



THE PRECISION ADJUSTMENT FUNCTION

THIS FUNCTION ALLOWS THE POSSIBILITY OF FINE ADJUSTING THE WATCH'S TIMING FORWARDS OR BACKWARDS UP TO 30 SECONDS PER DAY. THIS MEANS THE WATCH CAN BE ADAPTED TO THE EVER-CHANGING REQUIREMENTS OF LIFESTYLE SUCH AS WORK, VACATIONS AND SPORTING ENVIRONMENTS, WHICH MAY INFLUENCE THE WATCH'S REGULATION. THE ADJUSTMENT SCREW, SPECIFICALLY CREATED WITH A HALF-SLOTTED HEAD POINTING TO A SURROUNDING SCALE, HAS BEEN SPECIALLY PLACED WITHIN A SUNKEN QUARTER ARC SEGMENT THAT MORE CLEARLY DEFINES ITS FUNCTION.

URWERK - THE CONTROL BOARD



THE UNDERSIDE OF THE WATCH REVEALS A TITANIUM CONTROL BOARD WITH INNOVATIVE FUNCTIONS. THE CONTROL BOARD GIVES THE USER A DIRECT VIEW OF ADDITIONAL INFORMATION TO THAT ON THE DIAL SIDE OF THE WATCH.

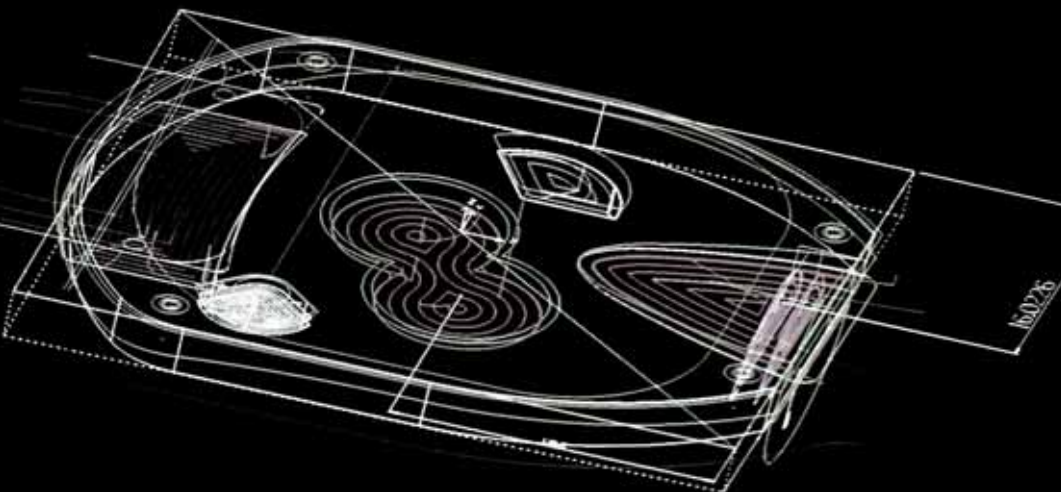
IT CONVEYS THESE DETAILS DIRECTLY FROM THE VERY HEART OF THE MOVEMENT, SUPPLYING A CLEAR AND EXACT VIEW OF THE PASSING SECONDS AND PARTS OF MINUTES, AS WELL AS THE AMOUNT OF POWER CONTAINED WITHIN THE WINDING BARREL. USER ACCESS TO THE MOVEMENT'S REGULATION IS ALSO PROVIDED.

THE FINISHING OF THIS CONTROL BOARD HAS BEEN GIVEN SPECIAL ATTENTION IN ORDER TO VISUALLY ACCENTUATE THE DIFFERENT FUNCTIONS AND TO PROVIDE CONTRAST TO THE SHAPES OF THE CASE AND CROWN. ITS ERGONOMIC LAYOUT HAS BEEN DESIGNED TO INSURE THAT THE UNDERSIDE OF THE WATCH FITS AGAINST THE WRIST COMFORTABLY AND DOES NOT ABRABE AGAINST THE SKIN. THE FRONT STRAP LUG CARRIES EACH INDIVIDUAL WATCH'S SERIAL NUMBER.

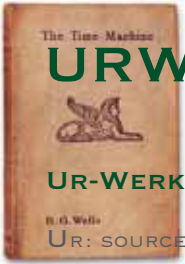
CHRONO METER



THE UR 103 MOVEMENT'S SATELLITES DISPLAY THE TIME ACCURATELY; HOWEVER, WHEN SETTING THE TIME THE EXACT MINUTES AND SECONDS ARE NEEDED. THE CHRONOMETER WINDOW IN THE CENTER OF THE CONTROL BOARD PROVIDES THIS INFORMATION.



URWERK - THE PHILOSOPHY



UR-WERK.

UR: SOURCE, BEGINNING, ESSENCE, THE FIRST, THE ORIGINAL. **WERK:** TO WORK, CREATE, EVOLVE, SHAPE, FORGE, TO AROUSE EMOTIONS. IN THE GERMAN LANGUAGE, THESE WORDS UR AND WERK EACH CONTAIN AN ENTIRE RANGE AND LAYER OF MEANINGS. WHEN YOU PLACE THEM TOGETHER, THE RESULTING PRODUCT IS MORE THAN JUST THE SUM OF THE SEPARATE PARTS. URWERK IS NOT JUST A NAME: IT IS A DEFINITION OF A HOLISTIC PHILOSOPHY ABOUT WATCHMAKING; THE CONCEPT THAT A WRISTWATCH SHOULD REFLECT MORE DIMENSIONS THAN JUST THE TIME. BECAUSE WE THINK TIMEKEEPING IS JUST THE BEGINNING OF WHAT A WATCH SHOULD BE....



UR

EVERYTHING CREATED IN THE PRESENT CAN TRACE ITS ORIGINS TO SOME EARLIER EXAMPLE, AN ESSENTIAL BEGINNING. THE CITY OF UR, WHOSE VERY NAME FORMS THE ETYMOLOGICAL ROOT OF THE GERMAN WORD, WAS SUCH A WATERSHED SOURCE. THIS WAS THE VERY PLACE WHERE OUR PERCEPTION OF TIME WAS MOLDED BY AN ANCIENT CIVILIZATION WHOSE INFLUENCE STILL SHAPES THE WAY WE VIEW AND USE TIME TODAY. 6,000 YEARS AGO, THE OBELISKS OF UR MADE THE PASSING OF THE SUN'S SHADOWS VISIBLE OVER THE GROUND, THUS UNVEILING THE MYSTERIES OF THE EARTH'S MOVEMENTS THROUGH SPACE. THE PASSAGE OF TIME BECAME A TOOL OF CIVILIZATION. IT WAS JUDGED BY THE INHABITANTS OF UR, THE SUMERIANS, THAT THE PASSAGE OF THESE SHADOWS SHOULD ENCOMPASS A RHYTHM OF 12 SEPARATE UNITS, MARKING ONE OF THE BASIC PREMISES OF OUR PRESENT SYSTEM OF TIME PARTITIONING. THEY GOVERNED THEIR DAY AND MARKED THE PASSAGE OF THE MONTHS, SEASONS AND YEARS BY OBSERVING THE ORBITS OF THE PLANETS AND THE POSITIONS OF THE STARS. THEIR TIMEKEEPER WAS THE UNIVERSE THAT SURROUNDED THEM.

UR

SUMERIAN ASTRONOMER

PLANETARIUM



WERK

MAYAN COSMOLOGY

ALCHEMIST AT WORK

GIVING FORM TO IDEAS THAT ARE 6,000 YEARS OLD IS A CHALLENGE, THE KIND OF CHALLENGE URWERK ENJOYS. WE DROPPED ALL OUR PRECONCEPTIONS AND DECIDED TO CREATE A TIME MACHINE: STARTING WITH A BLANK PIECE OF PAPER AND TRACING ANCIENT PERCEPTIONS OF TIME EVOLVING INTO A CONTEMPORARY WORLD. FREE REIN WAS GIVEN TO THESE CONCEPTS AS WELL AS THE FREEDOM TO AROUSE EMOTIONS. A URWERK CREATION WOULD NOT JUST HAVE TO LOOK GOOD, IT WOULD ALSO HAVE TO BRING A BIT OF THE ANCIENT STARGAZER AND ADVENTURER BACK TO OUR INTERIOR CONSCIOUSNESS. THE RESULT WAS THE UR-101, WHOSE CASE SHAPE DIRECTLY ECHOED THE STREAMLINED SHAPE OF HAN SOLO'S MILLENNIUM FALCON. RECALLING THE SHADOW COLUMN OF UR, THIS WATCH NEEDED NO HANDS TO TELL THE TIME. INSTEAD, A ROTATING SAPPHIRE GLASS PORTAL, DESCRIBING A CELESTIAL ARC, REVEALED THE HOURS, QUARTERS AND MINUTES IN THE COURSE OF ITS SUBTLE PASSAGE. THE CONCEPT WAS NOW A REALITY, AND ALTHOUGH THE UR-101 QUICKLY SOLD OUT, THE FOUNDATION OF URWERK WAS SET.

SPACE ODYSSEY 2001

THE TIME MACHINE

