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Horomundi Forums > Horological Forums > Prime Time

Omega Press Trip Report:- Omega launches the new generation Calibre 8500 family, Deville Hour Vision watch and a Coaxial Automatic Central Tourbillon for auction!

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Thread Tools Display Modes

- [Jaw Part 2: - The Omega Hour...](#) 28-01-2007, 02:54 AM
- [Jacky Thats a nice watch...](#) 28-01-2007, 09:36 AM
- [Jaw Thanks Jacky.](#) 28-01-2007, 11:14 AM
- [Wei Fantastic and fascinating](#) 28-01-2007, 11:47 PM
- [Jaw Thank you Wei... it was...](#) 29-01-2007, 12:35 AM
- [watchme *Jaw, I saw a pic on a...*](#) 29-01-2007, 05:34 PM
- [Jaw Thanks, the prices are...](#) 01-02-2007, 03:37 PM
- [Jaw Part 3a: - Press Conference...](#) 02-02-2007, 02:55 AM

Prev Next

02-02-2007, 02:55 AM



Jaw
Patron and Chief Moderator

#9

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Part 3a: - Press Conference (Antiquorum Auction - Significant Omega Timeline)

24th January 2007, Cite du Temps, Geneva.



From left, OMEGA CEO Steve Urquhart, Swatch Group CEO G. Nick Hayek & OMEGA VP, Head of Product Development Jean-Claude Monachon.

The Press Conference conducted by OMEGA CEO Steve Urquhart, Swatch Group CEO G. Nick Hayek and Omega VP, Head of Product Development Jean-Claude Monachon started at 10.30 hrs. proper.

Following his previous [article announcement](#) at our Revolution Blog on 26th September 2006, Antiquorum Chairman Osvaldo Patrizzi, at the press conference, announced the biggest ever thematic auction, featuring 300 lots of Omega timepieces.



Mr. Patrizzi stressed the historical and technological merits of Omega, and considering the number and variety of the models produced, Osvaldo found a strong parallel between Omega's and Rolex's Products, although he admitted that the fact have not been noticed by the majority of collectors.

The Auction catalogue itself is more than 600 pages featuring a significant Omega timeline, amongst others.



Antiquorum Chairman Osvaldo Patrizzi.

Mr. Patrizzi then introduced his Watch Expert/Director Brandon Thomas...(to be continued).

TIMELINE as extracted from the Antiquorum Omegamania Auction catalogue.

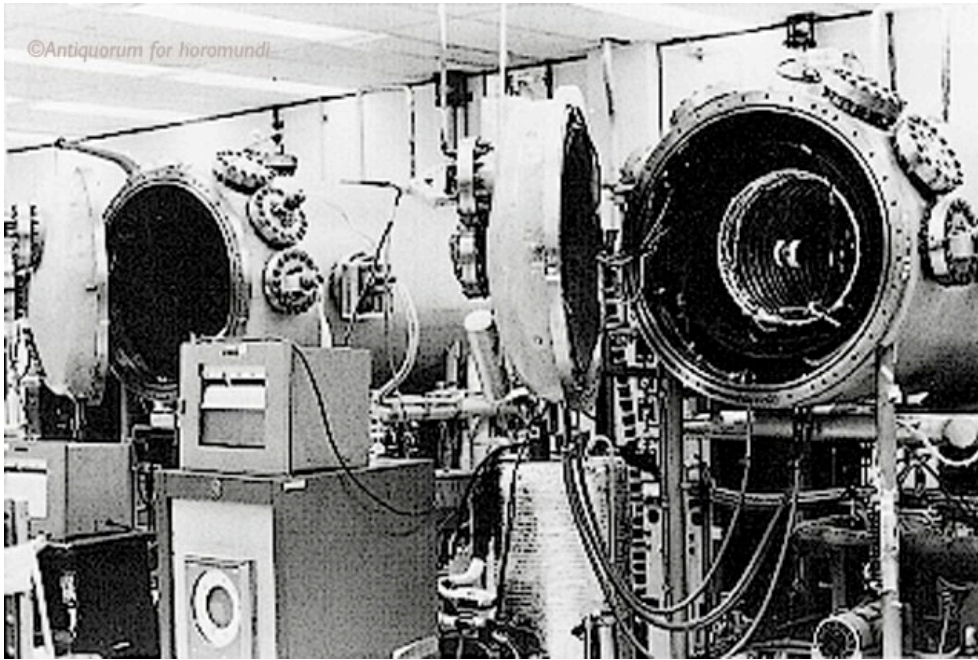


1848, Louis Brandt creates a pocket watch assembly workshop in La Chaux-de-Fonds, Switzerland.



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1932, Omega times the Olympic Games for the first time, in Los Angeles. Since then the most important sports events throughout the world have been timed by Omega.



After rigorous testing of several brands, the NASA space program chooses Omega's Speedmaster chronograph as its official watch.



1969, On July 21st, the Omega Speedmaster Professional chronograph becomes the first watch ever worn on the Moon, as the world marvels at man's first steps on the Earth's natural satellite.

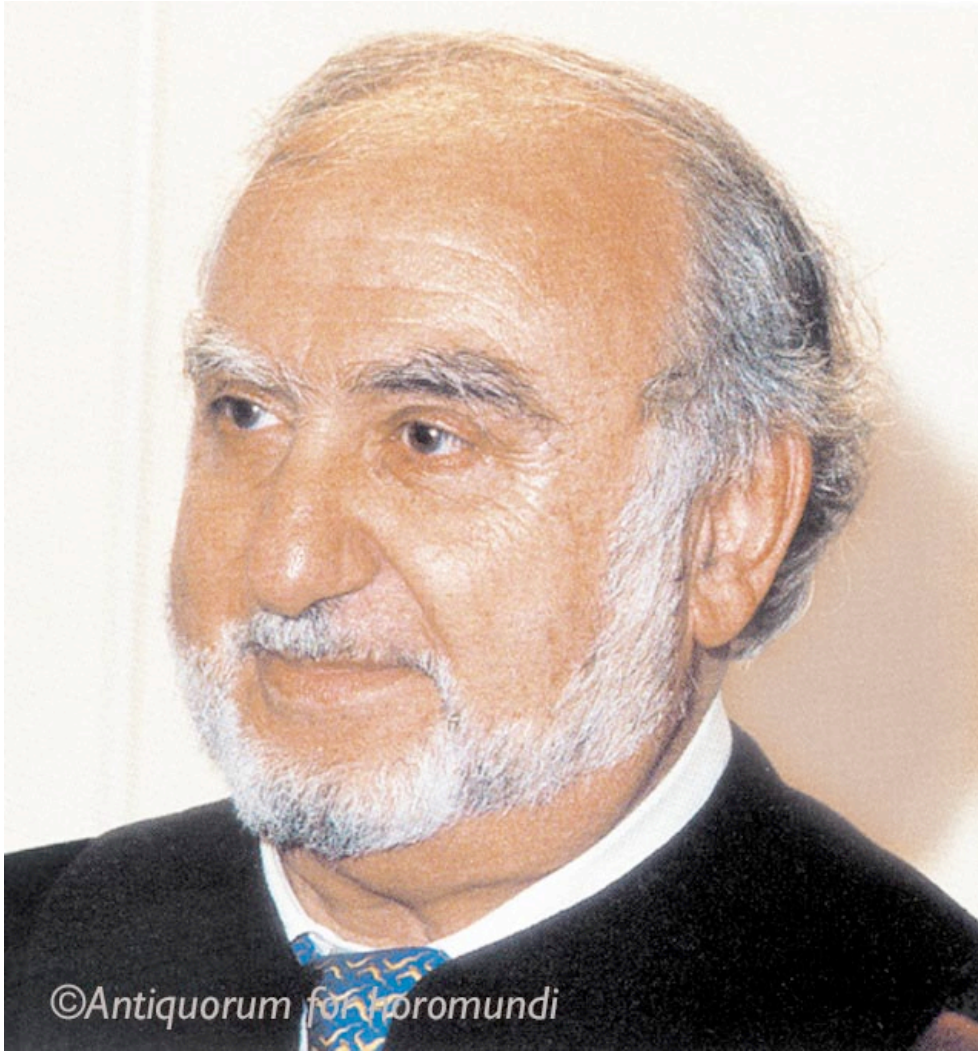


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1984, Omega presents *La Rose des Temps*, the most complicated table clock in the world (9,000 parts, 10,000 work hours, 32 functions the most perfected asymmetrical mobile tourbillon in the world), a masterpiece of imagination, precision, miniaturization and symbolism owing to the ingenious talent of Dominique Loiseau.



1985, Creation of the first giant color matrix scoreboard.



1985-1986, After having engineered and implemented the reorganization of the Asuag and SSIH watch companies over more than four years, finally bringing about their merger, Nicholas G. Hayek took over, with a group of Swiss investors, a majority shareholding in the new group in 1985. He became Chairman of the Board of Directors and Chief Executive Officer in 1986.



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2000, Introduction of the world's first industrially produced Co-Axial Escapement movement in the Omega De Ville Co-Axial watch, providing long-lasting accuracy and requiring greatly reduced lubrication and servicing.

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Prime Time



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