

traser[®]
swiss  watches

www.swisstimehq.copm.au

#illumination #idisconnect #ad
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The Brand

traser, the inventor of the self-powered illumination technology **triga-light®**, stands for functionality and aims to be a reliable companion – everywhere, anytime and in every situation with constant readability of time.

traser swiss H3 watches are manufactured under the SWISS MADE quality label at the brand's headquarters in Niederwangen (near Bern, Switzerland).

We have the possibility to say #disconnect in today's total availability world and in an environment of information overload. – No matter where you are. No matter what you do. No matter when.

#unlimited #illumination



The History

1969 ¹

mb-microtec was established by Oskar Thüler: inventor and producer of trigelight®, the in-house self-illumination technology.

1989 ²

Development and introduction of the first self-illuminated watch by mb-microtec, the P6500 Type 6, and its supply to the US Army. The main driver was the US Army's request to develop a functional instrument according to their MIL-W-46374F military specifications. This culminated in the birth of the brand "traser".

1997

Product placement in the movie "G.I. Jane", starring Demi Moore – an American action movie directed by Ridley Scott. It tells the fictional story of the first woman to undergo training in the U.S. Navy Special Warfare Group.

2010 ³

The famous Japanese actor Yuji Oda wore the P6500 Type 6 in the police movie "Bayside Shakedown 3".

2011 ^{4 - 5}

Limited editions created for Russian special units Group Alpha and Vityaz.

Introduction of a special edition for the Swiss Air Force.

2012

Launch of the special edition Air Force Russia (AFR). Limited to 100 pieces and made specially for the Russian Air Force's 100th anniversary.

2014 ⁶

traser collaborates with the global brand Red Bull on Swiss national sport.

2015 ⁷

traser is Official Timekeeper for the Tour de Suisse until 2017.

2016 ⁸

Product placement of traser watches in the movie "Unleashed" with Sean Astin ("Lord of the Rings") as leading actor.

2017 ⁹

traser active in more than 40 countries with over 50 basic references.

Collaboration of traser with Marcus Luttrell, a former United States Navy SEAL and national hero, also known as "The Lone Survivor".

2018 ¹⁰

Relocation to the new headquarters in Niederwangen.

2019

traser's 30th anniversary & mb-microtec's 50th anniversary.

The Original

The Original, the first watch from traser, was introduced in 1989. It was the world's first self-illuminated watch, a model supplied to the US Army according to MIL-W-46374F specifications.

The US armed forces were quick to recognize the advantages of the traser watch illumination system. Its use has been mandated in their procurement specification MIL-W-46374F. Over 300,000 watches in the US Army were illuminated by traser.

P6500 Type 6

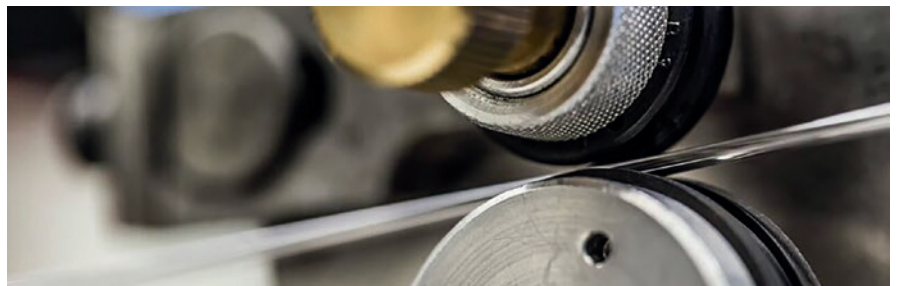
Reinforced glass-fibre case
Rotating bezel with trigalight® inserts
Anti-magnetic
Authentic military dial
Non-branded



trigalight® Technology

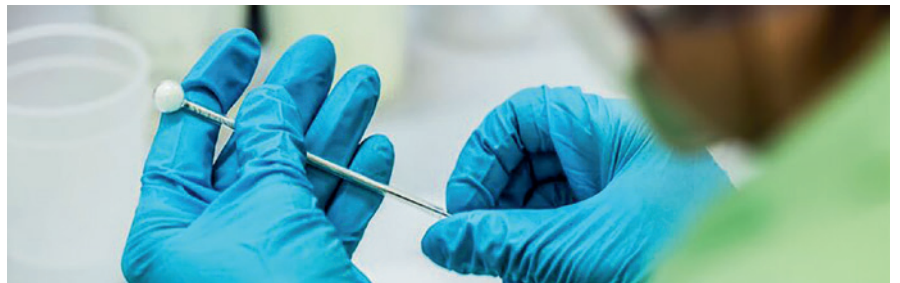
trigalight® consists of hermetically sealed systems, which function entirely without the need for external light or energy sources.

PRODUCTION PROCESS:



STEP 1: FORMATION OF GLASS PIPES

Glass pipes are heated and then forged into the desired diameter. The smallest achievable inner diameter being 0.1 mm, which is about the diameter of a hair.



STEP 2: COATING PROCESS

A coating is applied on the inside of the pipes. This coating is available in all colours of the rainbow, with green being the most impactful one.



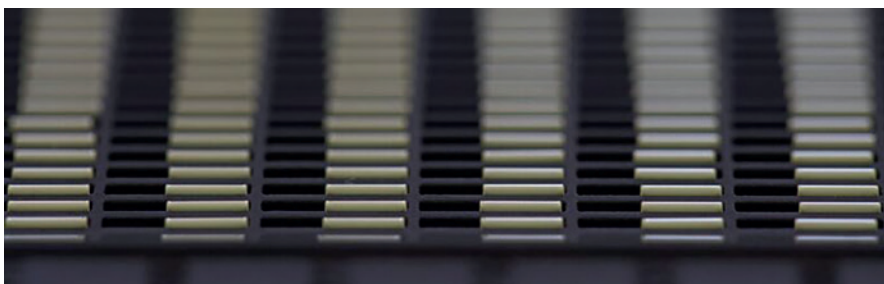
STEP 3: TRITIUM FILLING

In a very delicate process, the pipes are filled with tritium gas (chemical element H3).



STEP 4: LASER CUTTING PROCESS

The pipes are then cut to the desired length and sealed by very sophisticated laser machines.



STEP 5: QUALITY CONTROL

Subsequently, each pipe undergoes a strict quality control.



STEP 6: APPLICATION PROCESS

The finished lights are then ready for diverse applications (e.g. in the watch industry, aviation and aerospace).

Quality

The high quality level of traser watches is upheld through the rigorous choice of materials and the continuous monitoring of all processes. traser watches undergo a whole marathon of highly arduous tests. This is to guarantee their durability and reliability in extreme situations. Taking this approach further, some of the watches comply with military specifications (tests according to MIL-PRF-46374G) while others are tested according to standards for diver's watches (ISO6425). Some examples are:

- Drop tests according to ISO1413
- Human perspiration resistance test according MIL-PRF-46374G
- Saltwater resistance test according to ISO6425
- Traction test on straps according to ISO6425
- Water-resistance according to ISO22810

This level of quality control underscores the excellence of the processes, tools and traser's testing expertise. It is an asset that enables the brand to offer products of superior quality.



traser[®]
swiss **IB** watches

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