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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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28-01-2007, 02:07 AM

#1



Jaw
 Editor and Chief Moderator

Join Date: Nov 2006
 Posts: 926

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

Part 1: - 23rd January 2007, the tour of Central Tourbillon assembly at Omega Bienne and the auction of the first Coaxial Central Tourbillon.



photo by antiquorum, watch by omega.

Lot 290, Omega De Ville, "Co-Axial Central Tourbillon", No.1, Ref. BG 167.0110., Made in 2007: Exceptional, self-winding, water resistant, 18K pink gold gentleman's wrist chronometer with central one-minute tourbillon regulator, co-axial escapement, and 18K pink gold Omega deployant clasp. This watch is sold with original fitted box, Certificate of Authenticity, and 3-year Omega guarantee.

From 10.30 hrs on 24th January 2007 at La Cite du Temps Geneva, Omega announced to a group of invited international press the launch of a new generation 8500 calibre family of movements, the new 2007 Deville Hour Vision watch using the new movements and the biggest thematic auction ever (Omegamania) conducted by Antiquorum.

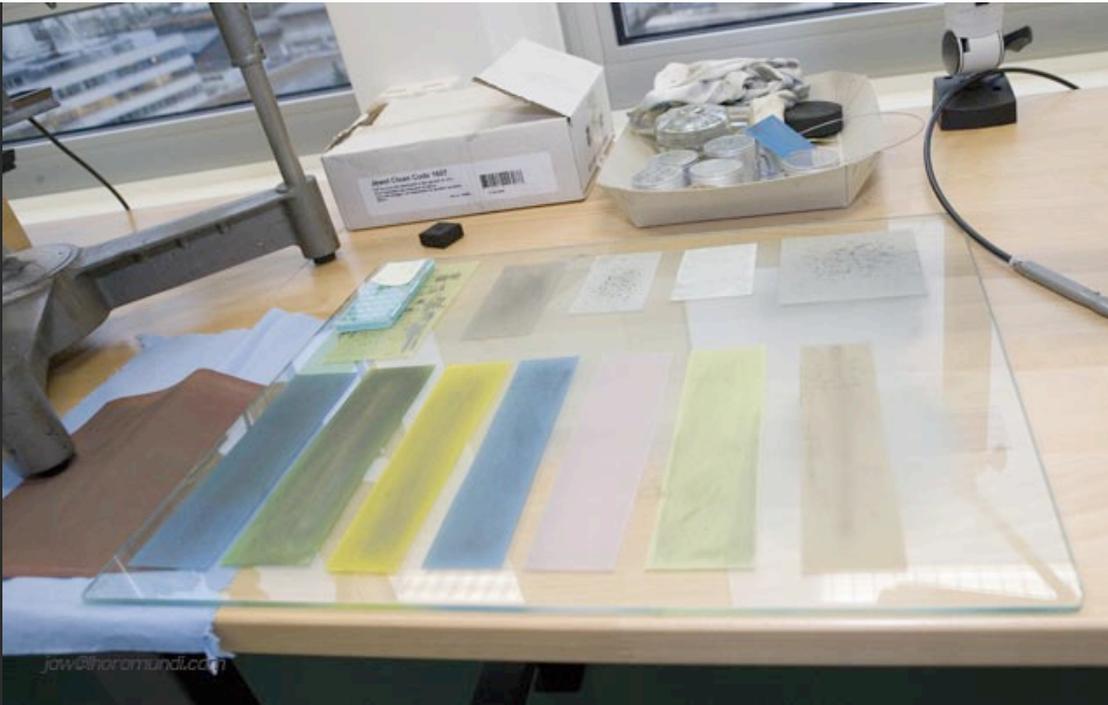


Jeanne Keller, International Press Office.



Marc-Andre Miche, Responsable Technique.

The Press kit was also released to the worldwide media at around the same time over the internet to those not invited to Geneva (password for registered press required, see [brief report](#) available to public).



Traditional movement hand polishing.



The Geneva stripes stripping machine.



Hand operated automatic geneva stripping tool.



Geneva "striped"!



Before Geneva "stripes".



After Geneva "stripes".

The Antiquorum "Omegamania" auction to be held at Geneva Mandarin Oriental Hotel du Rhone on 14th and 15th of April 2007 features the biggest collection of omega watches including one exclusive first piece of the new 2007 Coaxial Automatic Central Tourbillon to be unveiled at Basel 2007.



The Omega Beijing 2008 Olympic countdown clock, 562 days, 23 hours, 17 minutes and 33 seconds more to Olympic.

We shall cover the new cal 8500 family of movements, The Deville Hour Vision watches

and the auction a little more at the later parts of this thread, and would like to go back in time for one day to 23rd January 2007: - The day we visited the "Cellule Haut de Gamme" Department at Omega Bienne, the same room where all the Omega Central Tourbillons are assembled.



Greeting us were the exceptionally charming Jeanne Keller (International Press office) and Marc-Andre Miche (Responsible Technique) from Omega who was guiding us for the day.



jaw@!horomundi.com

The Central Tourbillon movement was the only automatic winding Central Tourbillon composed of 320 movement parts. It is also the only flying Central Tourbillon which has been COSC Chronometer certified, according to Omega.



The project initiated in 1991 was first launched in Basel 1995. The model had its first facelift in the year 2002 and in the same year, the model started to be Chronometer certified by COSC.



The relative sizes of a regular small screw and the minute stud screw.

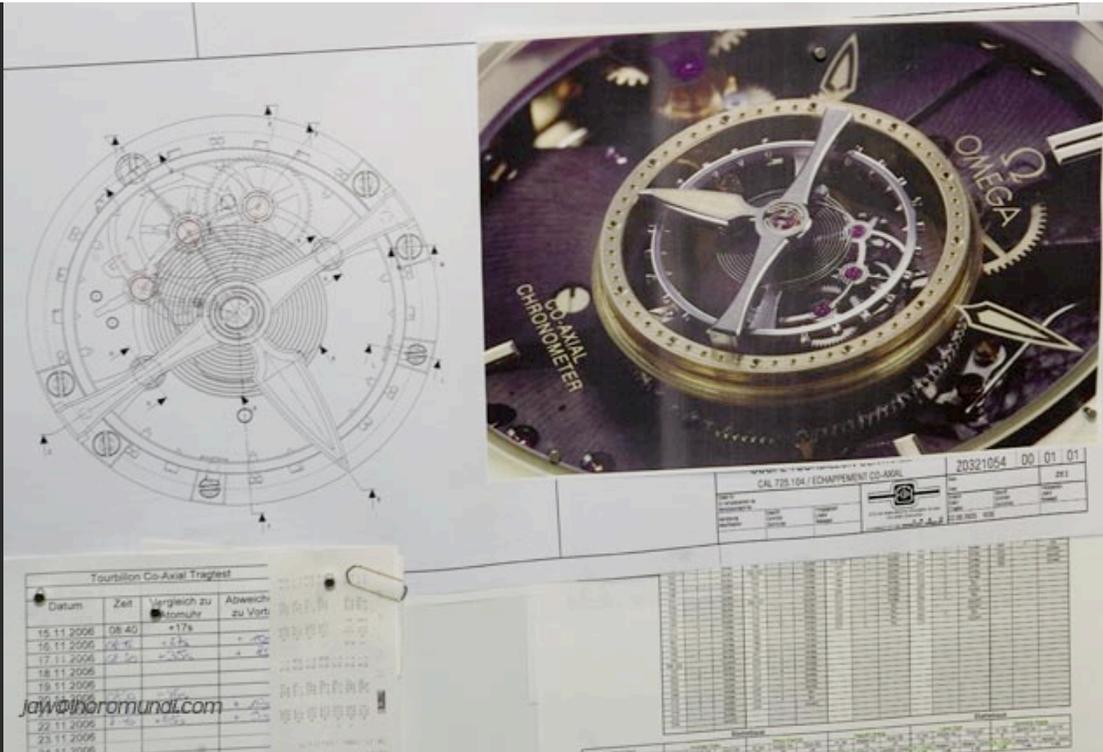
Other than the 2004 skeletonised version, the model has not been updated until this year.



Solid case-back view, note the time setting crown.

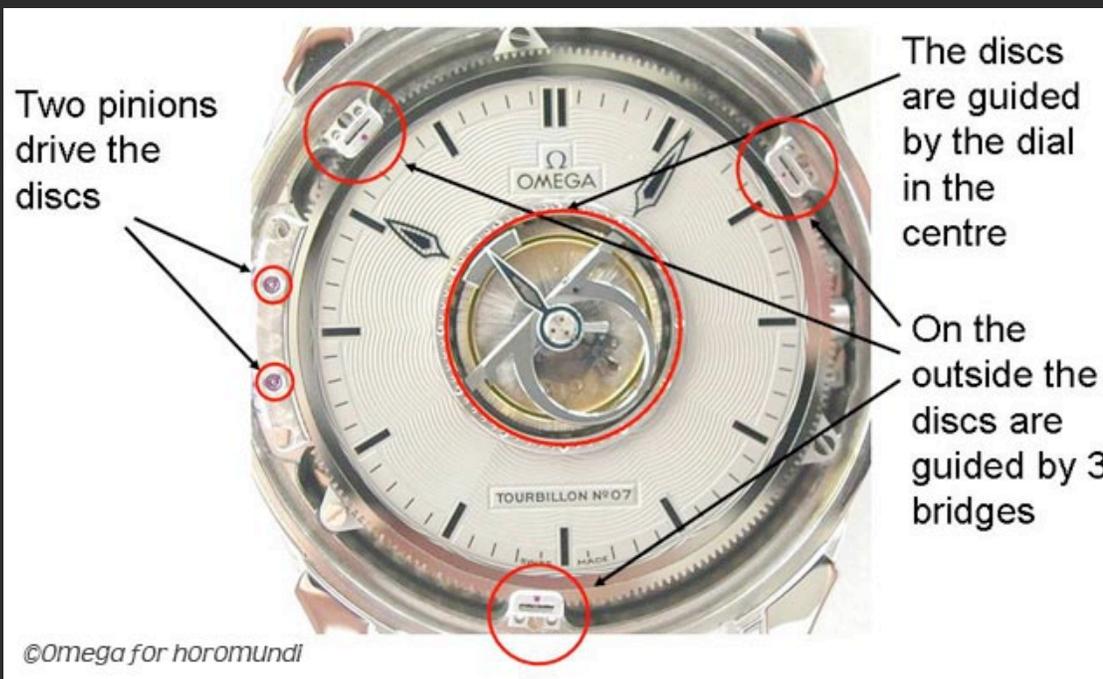


For the Central Tourbillon, the titanium Tourbillon cage has 41 parts and weighs only 0.46 gramme, the stud screw used weighs a mere 0.000364g, which means that a gramme of steel can be made into 2750 of such screws by Nivarox.



Co-Axial Central Tourbillon drawings.

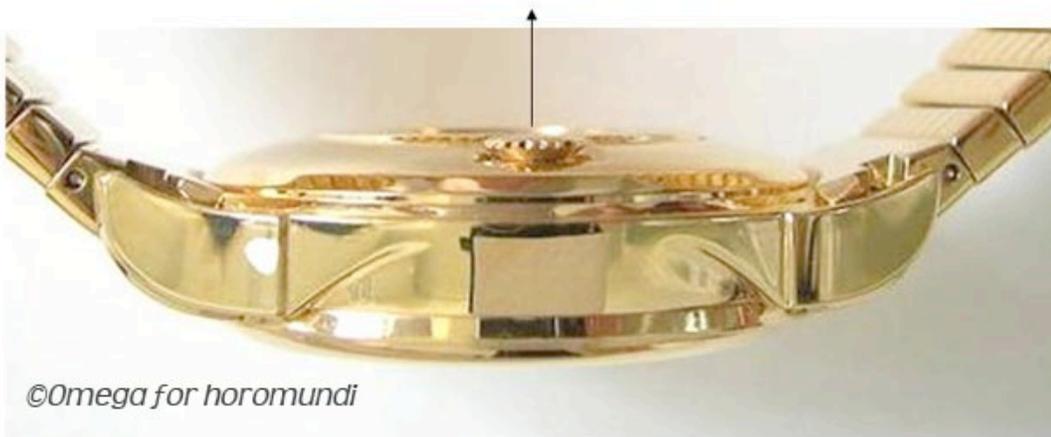
The watch has no metallic hands and the hour and the minute were indicated by 2 sapphire discs stacked on top of the watch dials. Both the hour and minute discs are guided by the dial and the 3 guiding bridges (see diagram).



The model features 2 separate crowns, a single position classic crown serves to wind up the mainspring and a second crown on the case back is for time setting only.



Pull the crown with a slight rotation. Once the crown is pulled out the hands can be adjusted



The time setting crown, self explanatory.

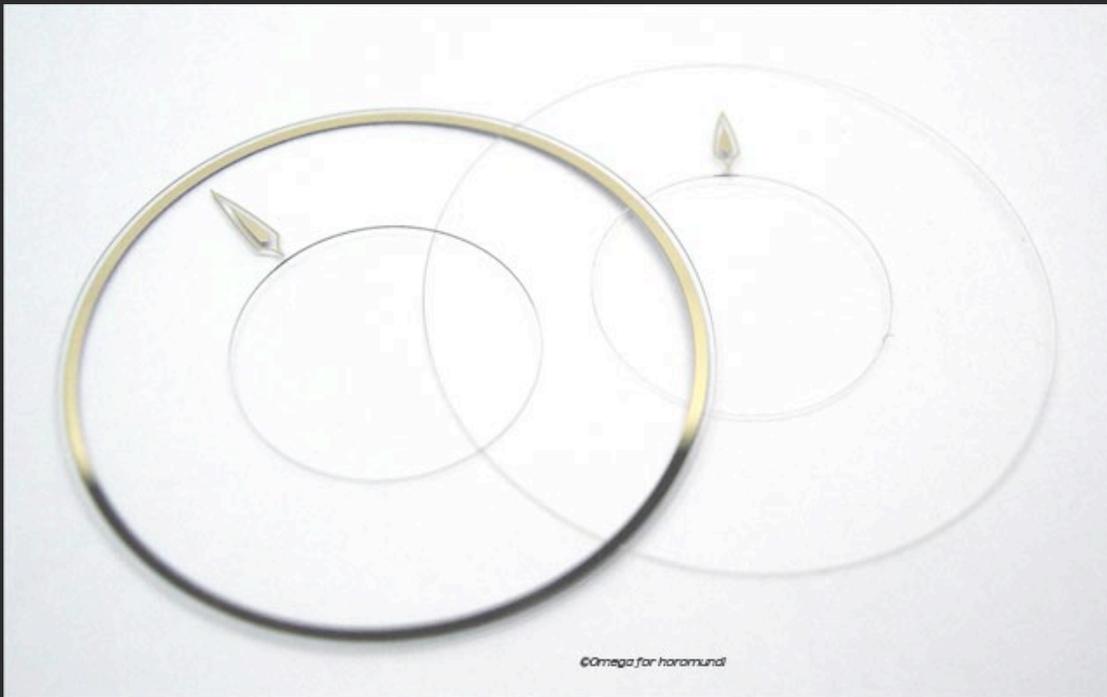
This year, Omega will introduce the coaxial version of the Central Tourbillon and the first piece carrying the Serial Number 1 will be auctioned off at the Omegamania auction on 15th April 2007 conducted by Antiquorum.







This new coaxial version with open dial concept and beautiful dark brown PVD coating plates and bridges is only 0.95mm thicker and has very high chronometric performance. The precision of the watch is close to absolute for the first 24 hours of running and the amplitude variation within one day is only 10 degrees, according to Marc-Andre Miche.



©Omega for horomundi

The minute and the hour sapphire discs.

Jaw
to be continued...

 **Quote**

28-01-2007, 02:54 AM

#2



Jaw
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926


 **Part 2: - The Omega Hour Vision International Launch Welcome Dinner (23rd January 2007)**



This year, the winter came late in Switzerland, as we were cruising into Geneva from Omega Bienne, Geneva was beginning to snow for the first time this season.



We said goodbye to Omega Bienne.

The Hour Vision International launch Welcome Dinner was held at Mandarin Oriental Hotel Du Rhone ballroom, and the event was attended by Co-Axial inventor George Daniel and Omega VP, Head of Product Development Jean-Claude Monachon and about a hundred or

so International journalists.



Georg Daniel & Jean-Claude Monachon (Omega VP, Head of Product Development).



George Daniel, Co-Axial escapement inventor.



The Singapore/Malaysia gang, Eddy Koh from WOW, Grace from Nuyou and Dawn Chow (Omega Malaysia, Marketing & Sales).

It was a great dinner as international media got ready for the Hour Vision International launch the following day.







Jaw@horomundi.com

Jaw

 Quote

28-01-2007, 09:36 AM

#3

Jacky 
Member

Join Date: Dec 2006
Posts: 81

 Thats a nice watch...

Thanks for the report, Jaw. As usual its always a great pleasure to read your report. Will there be any new watches using that calibre? I hope i didnt miss any part from you report that says so.

Regards

 Quote

28-01-2007, 11:14 AM

#4



Jaw 
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



 Thanks Jacky.

Thanks Jacky,

I came back home only on the 26th Jan and the follow up report on Deville Hour vision will be up soon. In any case, as the Press kits were made available for media from 24th Jan 2007 onwards over the internet, I am certain the watch has been reported elsewhere.

We hope to give a little more details when our schedule permits, and it should be quite soon.

Thanks for your patience.

Jaw



28-01-2007, 11:47 PM

#5



Wei Moderator

Join Date: Nov 2006
Posts: 346

Fantastic and fascinating

This has given me a new appreciation of the Central Tourbillon, thank you Jaw!

Cheers

Wei



29-01-2007, 12:35 AM

#6



Jaw Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926

Thank you Wei... it was snowing in Geneva

Beautiful Geneva, 23rd and 24th January 2007.







jaw@horomundi.com

Jaw



Quote

29-01-2007, 05:34 PM

#7

**watchme**
MemberJoin Date: Jan 2007
Location: St. Thomas, US Virgin Islands
Posts: 62

Jaw, I saw a pic on a "Friends of Hormoundi" site, and the movement decoration looks very impressive. I sense that Omega is saying, "We can play the luxury watch game, too." What I appreciate is that Omega, like a couple other of my favorite brands, is doing these piece (and subsequent complications, I presume) in rose gold and in steel. I can't wait to see them in the metal.

-Dean



29-01-2007, 08:33 PM

#8

**watchculture**
ModeratorJoin Date: Nov 2006
Posts: 289 **Astounding piece.....**

thanks for the report Jaw. Just a question on the 2 discs. Since the discs are already guided by the dial in the centre how does the 3 bridges function in terms of providing guidance? It's not shaped like a matching gear or rack I supposed.

>>>>Zach T

01-02-2007, 03:37 PM

#9

**Jaw**
Editor and Chief ModeratorJoin Date: Nov 2006
Posts: 926**Thanks, the prices are surprisingly affordable too!****Jaw**

02-02-2007, 02:55 AM

#10

**Jaw**
Editor and Chief ModeratorJoin Date: Nov 2006
Posts: 926 **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.

©Antiquorum for horomundi

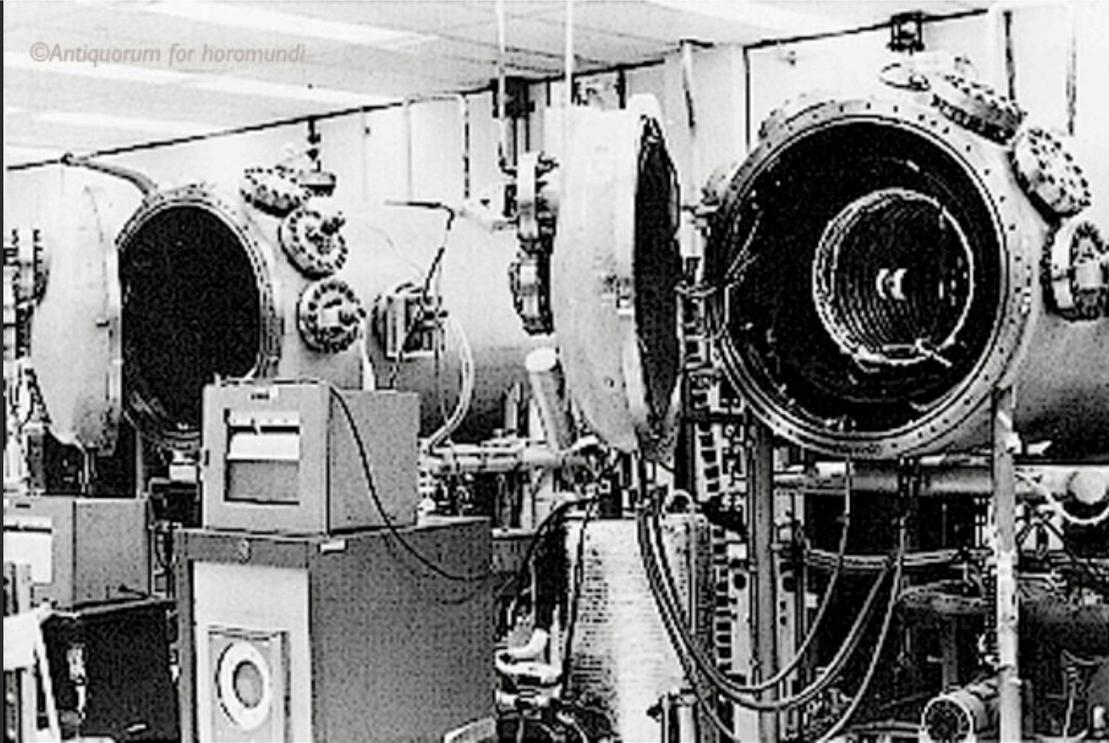


1848, Louis Brandt creates a pocket watch assembly workshop in La Chaux-de-Fonds, Switzerland.



©Antiquorum for horomundi

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.



©Antiquorum for horomundi

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

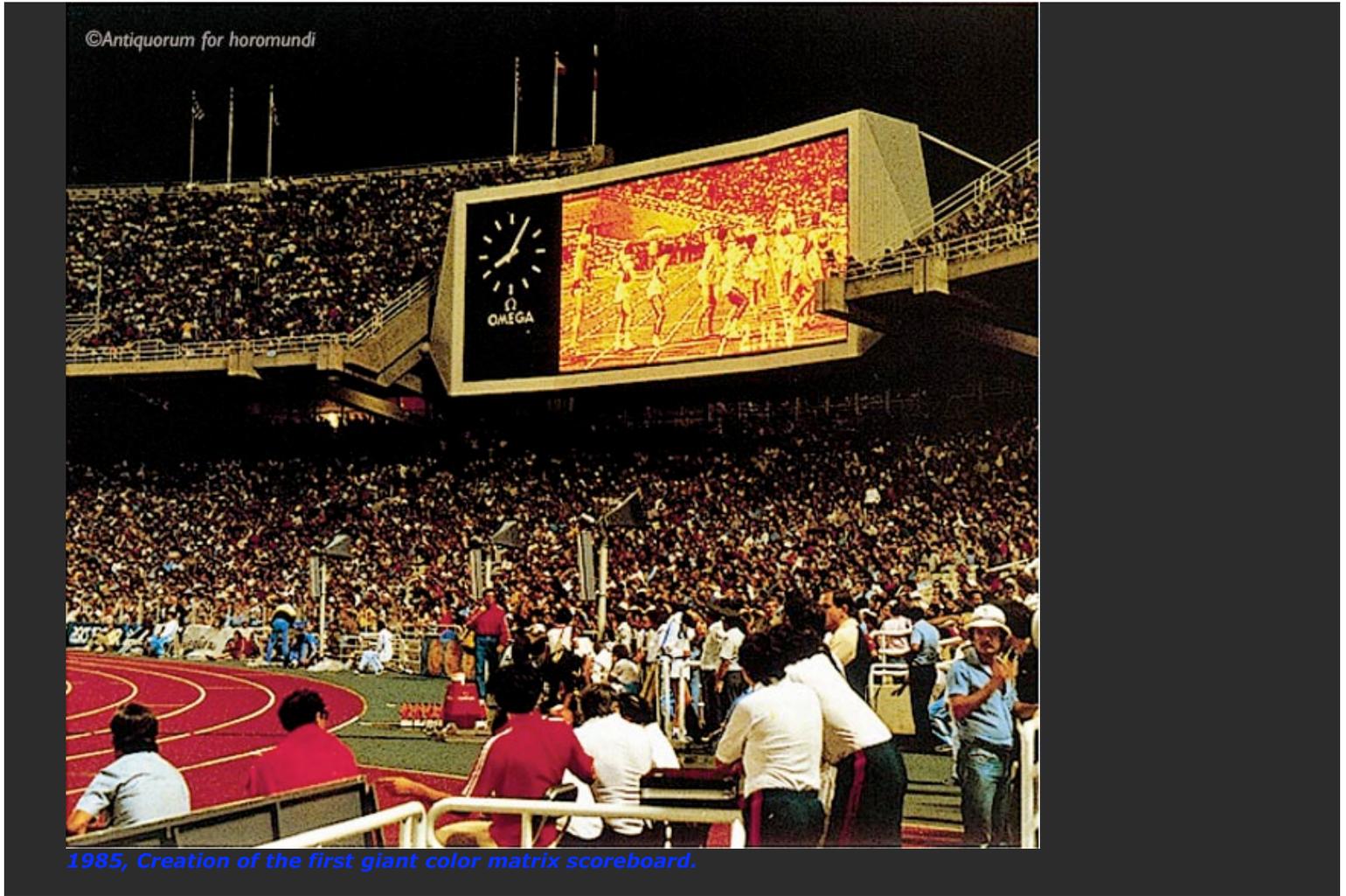


1969, On July 21st, the Omega Speedmaster Professional chronograph becomes the first watch ever worn on the Moon, as the world marvels at man's first steps on the Earth's natural satellite.

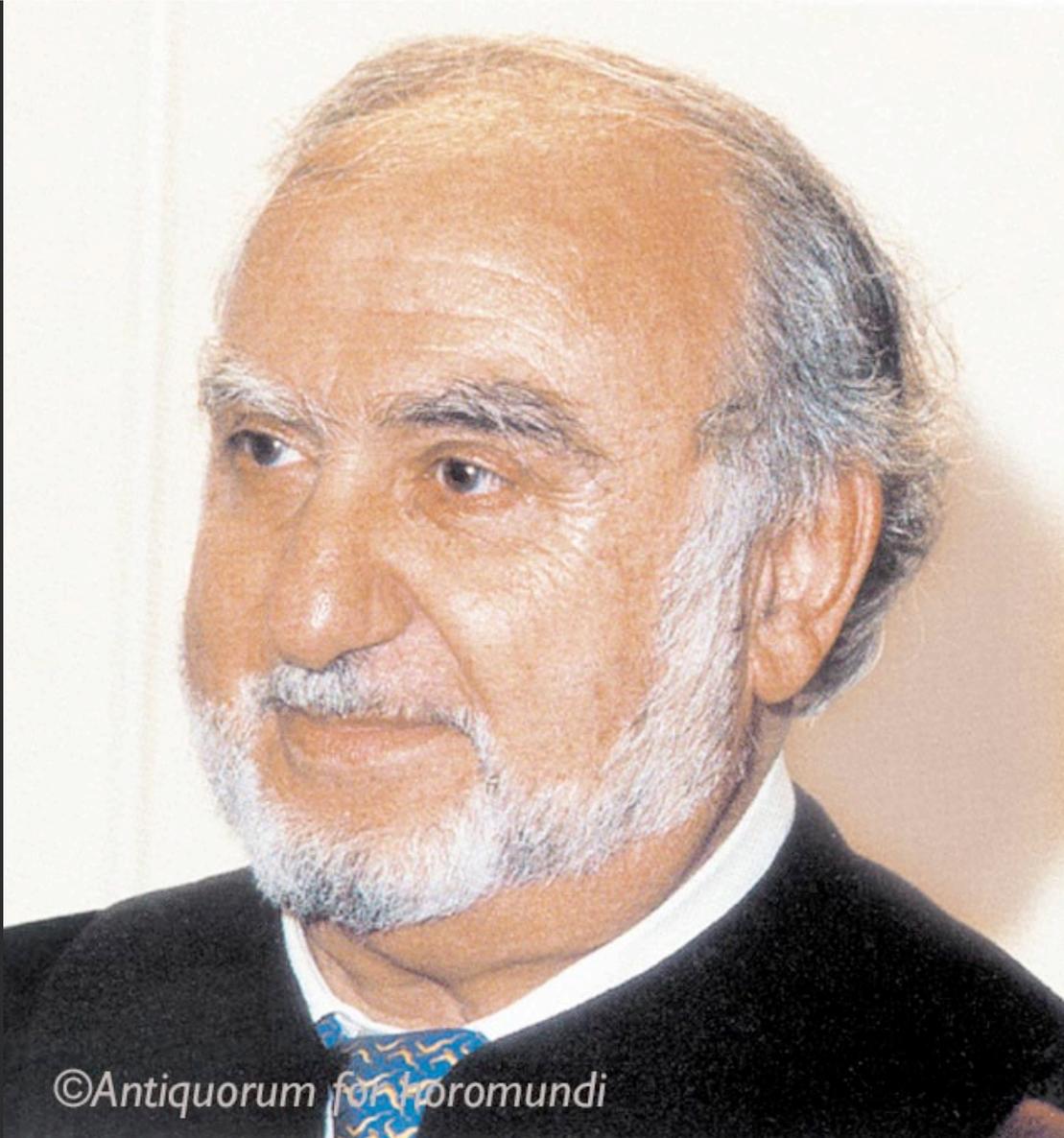


©Antiquorum for horomundi

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.



©Antiquorum for Horomundi

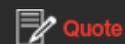
1985-1986, After having engineered and implemented the reorganization of the Asuag and SSIH watch companies over more than four years, finally bringing about their merger, Nicholas G. Hayek took over, with a group of Swiss investors, a majority shareholding in the new group in 1985. He became Chairman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



©Antiquorum for horomundi

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.

Jaw



Quote

02-02-2007, 03:32 AM

#11



Jaw
Editor and Chief Moderator

Join Date: Nov 2006

Posts: 926



Part 3b: - Press Conference (Antiquorum Omegamania watches)

Antiquorum
AUCTIONEERS
SINCE 1974
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OMEGAMANIA

©Antiquorum for horomundi



jaw@horomundi.com

Antiquorum Watch Expert/Director Brandon Thomas going through the significant OMEGA timepieces of the Omegamania auction.

All 300 lots are sold with 2-year OMEGA guarantee (except where stated), to avoid error, interested bidder should refer to actual auction catalogue.



©Antiquorum for horomundi

Lot 40, OMEGA, made in February 1914 for the Swiss National Exposition in Berne where Omega won the "Medaille d'Or". Exceptionally fine, unique and important, 18K yellow gold and enamel exhibition dress watch. estimate CHF 30 to 40K



©Antiquorum for horomundi

Lot 75, OMEGA, very fine and rare, cushion-shaped, 18K yellow gold gentleman's wristwatch with single olive-shaped button chronograph with register, tachometer graduation, and an OMEGA buckle. estimate CHF 8 to 10K.



©Antiquorum for horomundi

Lot 88, OMEGA, "Signal Corps USA", sold on September 3, 1918. Very fine and exceptionally rare, aluminium military wristwatch estimate CHF5K to 7K.





©Antiquorum for horomundi

Lot 160, OMEGA, "Constellation, Chronometre, Officially certified, sold on December 17, 1954. estimate CHF25K to 35K.



©Antiquorum for horomundi

Lot 19, OMEGA, Speedmaster Professional Apollo-Soyuz, made in a limited edition of 500 examples in 1975 to mark the occasion of the joint-Russia-American "Apollo-Soyuz" mission, sold on January 31, 1978, estimate CHF 10 to 15K.



©Antiquorum for horomundi

Lot 130, OMEGA, Seamaster Professional 600, Automatic, sold on May 25, 1972. estimate CHF 8.5K to 10K.



©Antiquorum for horomundi

Lot 142, OMEGA, Seamaster, Memomatic, Sold on October 18, 1971, estimate CHF 1.5K to 2K.



©Montiporum für horomundi

Lot 268, OMEGA, Flightmaster, sold on 21st 1971, estimate CHF 20K to 30K.



©Antiquorum for horomundi

Lot 285, OMEGA, Speedmaster Professional, Made in a limited edition of 57 examples in 2005, No. 55, no estimate.



©Antiquorum for horomundi



©Antiquorum für horomundi

Lot 45, OMEGA, Usine de Geneve, sold on January 9, 1929 with an enamel portrait of Ras Tafari Haile Selassie, estimate CHF 30 to 40K.



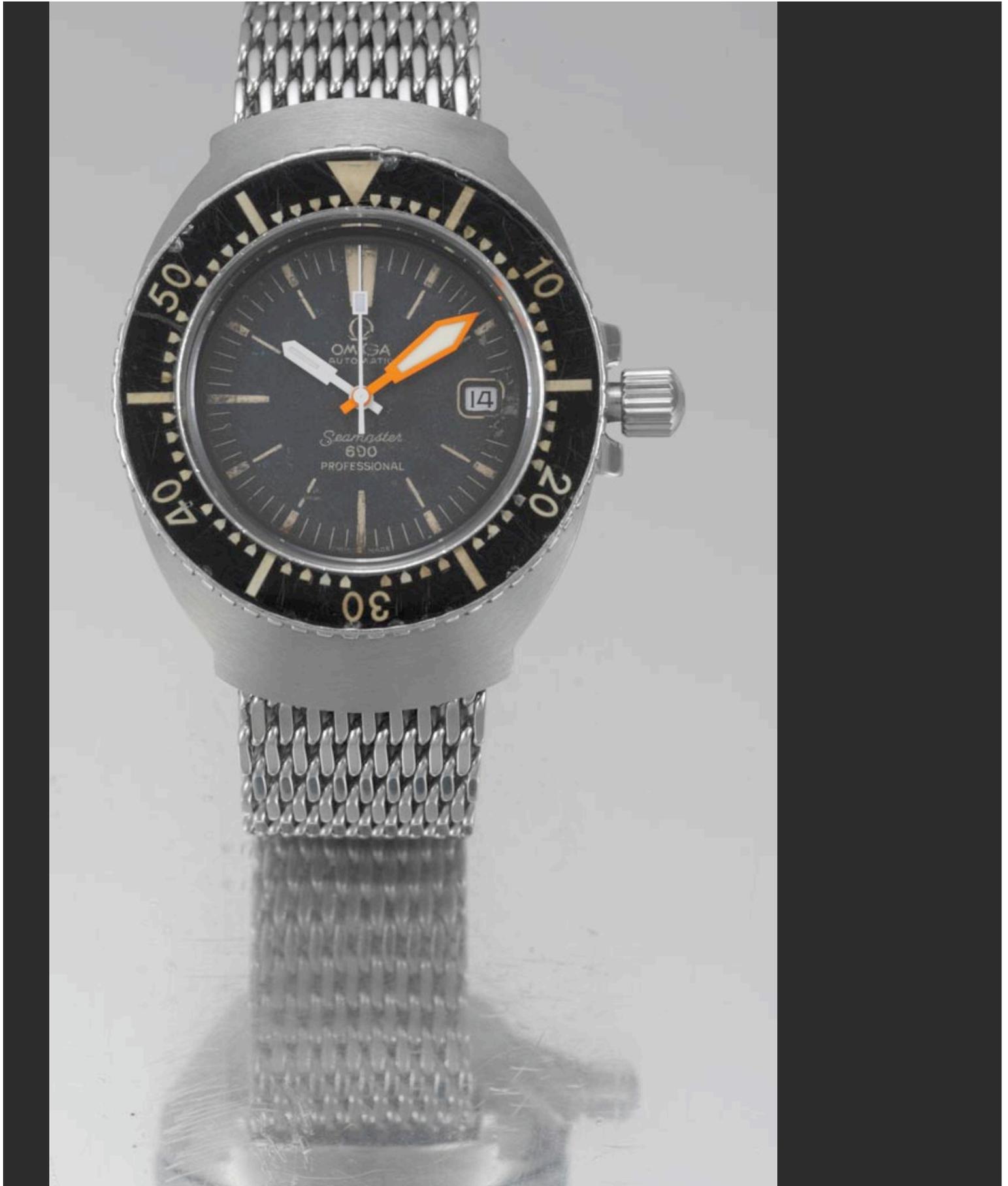
©Antiquorum for horomundi

Lot 211, OMEGA, Speedmaster Professional, one of a small number of prototypes made between 1971 and 1973. no estimate.



©Maaguerum for horomundi

Lot 276, OMEGA, FIFA, made in 1979, estimate CHF2K to 3K.



©Antiquorum for horomundi

Lot 130, OMEGA, Seamaster professional 600, automatic, sold on May 25, 1972, estimate CHF8.5K to 10K.



©Antiquorum for horomundi

Lot 300, OMEGA, Seamaster Professional, Co-Axial, chronometer 600m/2000ft, Planet Ocean, Worn by Daniel Craig during the filming of Casino Royale in 2005/2006, no estimate.



©Antiquorum for horomundi



©Antiquorum for horomundi

Lot 239, Omega Speedmaster, Automatic, Given by Omega to racing champion Michael Schumacher in 1996, no estimate.



photo by antiquorum, watch by omega.

Lot 290, Omega, Deville, Co-Axial Central Tourbillon, No.1, Made in 2007, 3 year OMEGA guarantee, no estimate.

Jaw

 **Quote**

02-02-2007, 09:58 AM

12

jimsbk 
Member

Join Date: Dec 2006
Posts: 85

 **A new era for Omega and thanks Jaw for the report.**

I loved the central tourbillon since it was launched and it looks better all the time. When you mention affordable are you talking in the range of the JLC tourbillon or it is still an arm and a leg but "cheap" in your terms? Thanks again Jaw. Cheers Jim



02-02-2007, 03:14 PM

#13



Jaw
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Sorry Jim for not making myself clear. When I said "affordable" I was referring to the OMEGA Deville Hour Visions, not the Central Tourbillon.

My apology
Jaw



02-02-2007, 11:14 PM

#14



watchculture
Moderator

Join Date: Nov 2006
Posts: 289

Nice vintage Omegas and ...

share with you something from the 1900s, need some service cause it's running fast 😊



>>>>>Zach T



02-02-2007, 11:42 PM

#15



Jaw 
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Wow, a nice piece...

Still in relatively good condition

There are a few similar pieces (not the same) in the same auction under the first 100 year of Omega section.

Want to share your ownership experience?

Jaw



03-02-2007, 12:43 AM

#16



watchculture 
Moderator

Join Date: Nov 2006
Posts: 289

 **this one seriously.....**

needs major service that I keep putting off 😞

Bought during one of my trips to Europe, it's typical of pocket watches in that era, it has a double back cover that can be opened and I enjoy watching the movement as it ticks. 15 jewels and uses a bi-metal split balance. I don't use it cause it's running fast and the movement (dried up) needs to be cleaned and re-lub. Unfortunately there was a small crack on the dial. Have checked with some people who either say it's not possible to repair or it will cost a bomb to do so 😞 **Would love to carry it around should I get it fixed.**



>>>>>Zach T



03-02-2007, 11:38 AM

#17



Jaw 
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Every watch can be repaired or restored, unfortunately the time and cost involved can be too much for some :-)



03-02-2007, 11:17 PM

#18



Jaw 
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



 **For second part of the Press Trip Report...**

Please click [here](#).

 **Quote**

04-02-2007, 08:12 PM

#19

jimsbk 
Member

Join Date: Dec 2006
Posts: 85

 **Thanks jaw for the correction on pricing.**

Now I can only dream of owning one! Cheers Jim

 **Quote**

04-02-2007, 09:32 PM

#20



Jaw 
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



he he, Jim, its a question of priority to you.

You can buy anything you want and still with lots of spare cash to lend it to me 

Jaw

 **Quote**

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The Omega Press Trip Report 2: - The new OMEGA Calibre 8500 family and the Deville Hour Vision launch.

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03-02-2007, 11:07 PM

1



Jaw
 Editor and Chief Moderator

Join Date: Nov 2006
 Posts: 926

The Omega Press Trip Report 2: - The new OMEGA Calibre 8500 family and the Deville Hour Vision launch.

For the first part of this report, please click [here](#).



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



Post Press-Conference exhibition crowd.

Following the introduction of Omegamania auction speeches by Osvaldo Patrizzi and Brandon Thomas, OMEGA CEO Steve Urquhart, Swatch Group CEO G. Nick Hayek and OMEGA VP, Head of Product Development Jean-Claude Monachon took back the floor to launch the first significant MODERN OMEGA inhouse Calibre 8500 family of movements, which is expected to transform the OMEGA range of mechanical watches in the next 3 years.

Performance comparison : OMEGA 8500 vs X			
	Omega 8500	X	
Escapement	Co-Axial	traditional	-
Winding speed per hour	3.8 h	3.3 h	-
Av. autonomy	62 h	47.5 h	31%
Regulating-power	310 µW	299 µW	4%
Usable energy	69 J	51 J	35%

In comparison with a well known basic calibre, according to the launch presentation.

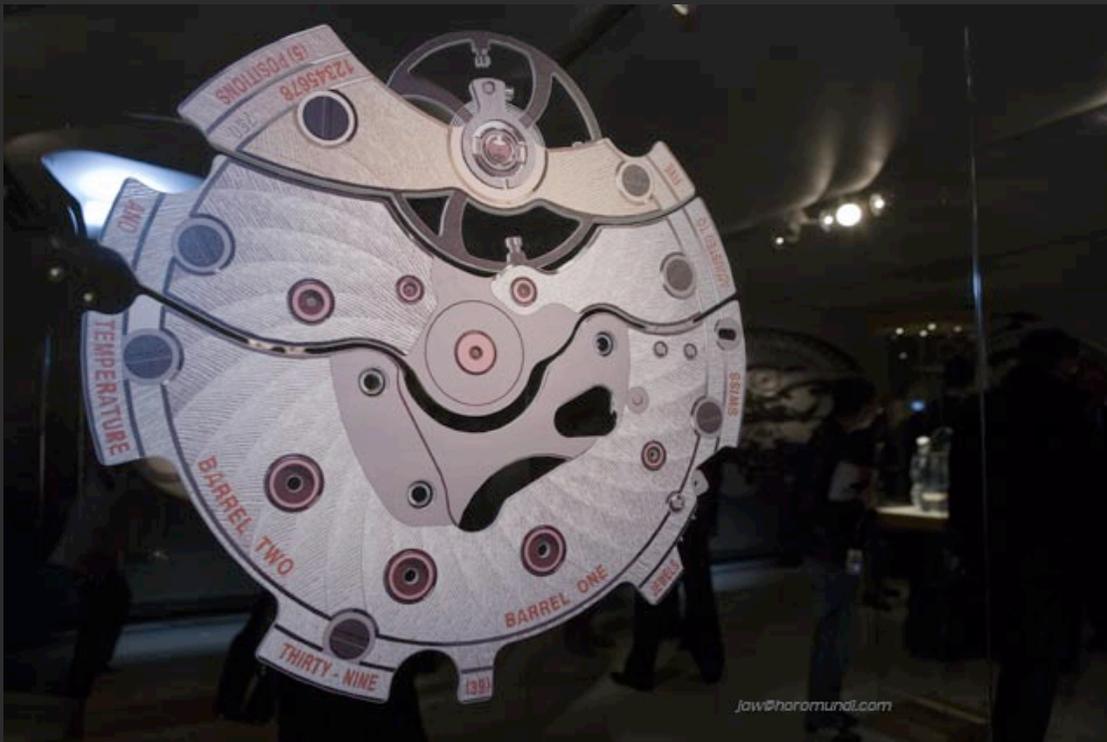


In a glitz of speeches, video and animated presentation, the international media were treated with the impressive visuals of the new movements, featuring a new high level of industrialised movement finishing made possible by the advance machineries belonging to the Swatch Group.



©Omega for horomundi

Calibre 8500.

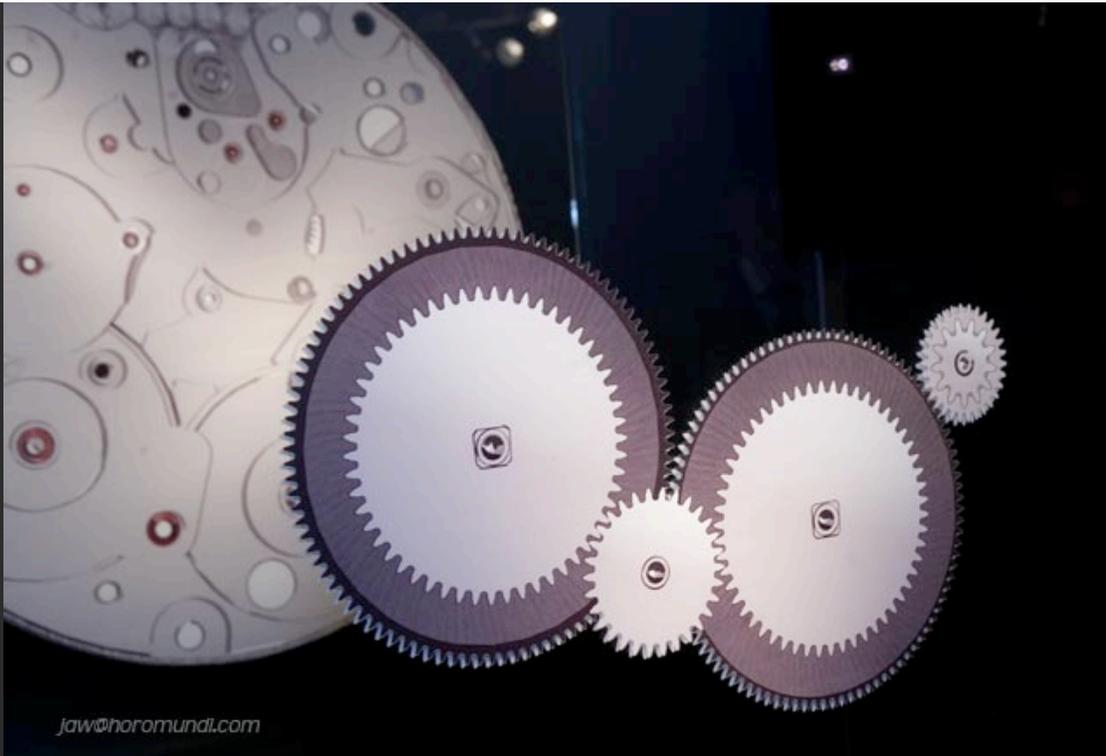


When the Co-Axial concept was first accepted by OMEGA, Jean-Claude Monachon (VP, Head of Product Development) told us in a private interview that the initial Co-Axial escapement was an untested one, made to work because it was finely adjusted and assembled by the highly customised and skilled inventor George Daniels.



©Omega for horomundi

Calibre 8501.



jaw@horomundi.com

The technical team led by Michael Bourqin (OMEGA, Chef de Project) had to go through a lot of effort, experimentation and modification to make the escapement working, reliable and capable of being industrially produced. In fact, a totally new precision and tolerance has to be imposed on the component making process by Swatch Group to solve the original problem. New machines had to be developed as "the industry is not used to this precise tolerance" in 1999, according to Jean-Claude Monachon.



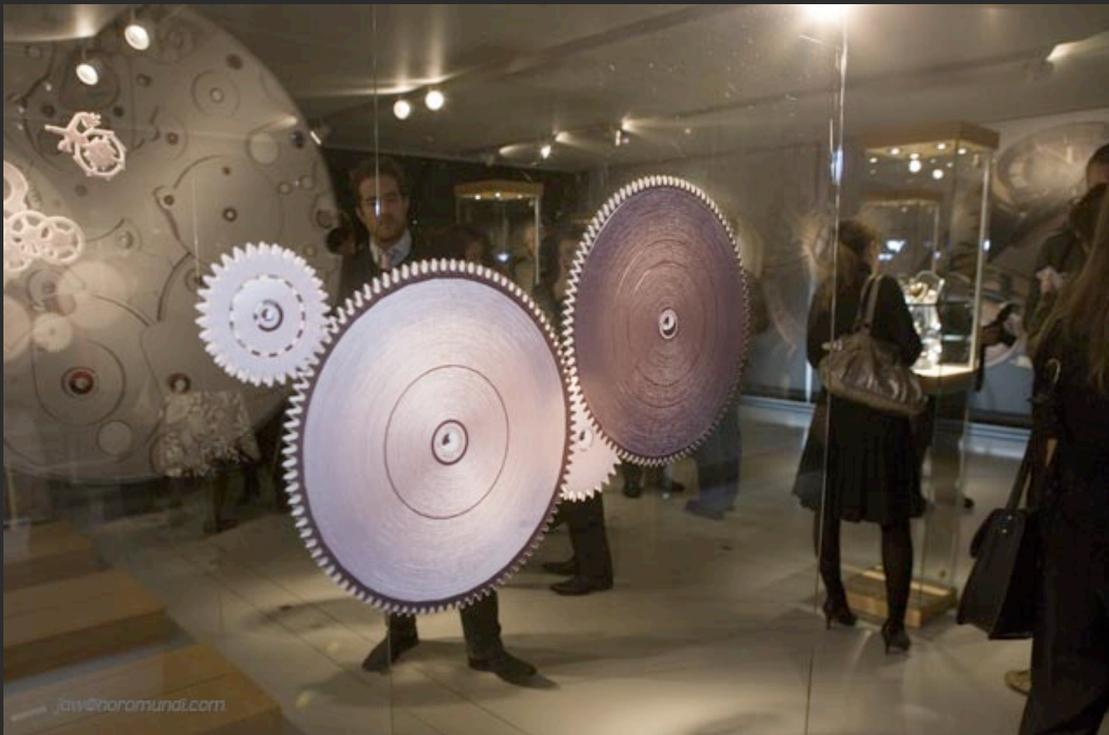
©Omega for horomundi

Calibre 8501 on display.



There was the familiar speculations of how George Daniels' invention didn't totally eliminate the need for lubrication as first suspected. The ability to industrially produce Co-Axial movements was of course critical as OMEGA could not afford to make only a few pieces of prototype. In fact, the brand made some 150,000 Co-Axial OMEGA watches in 2006.

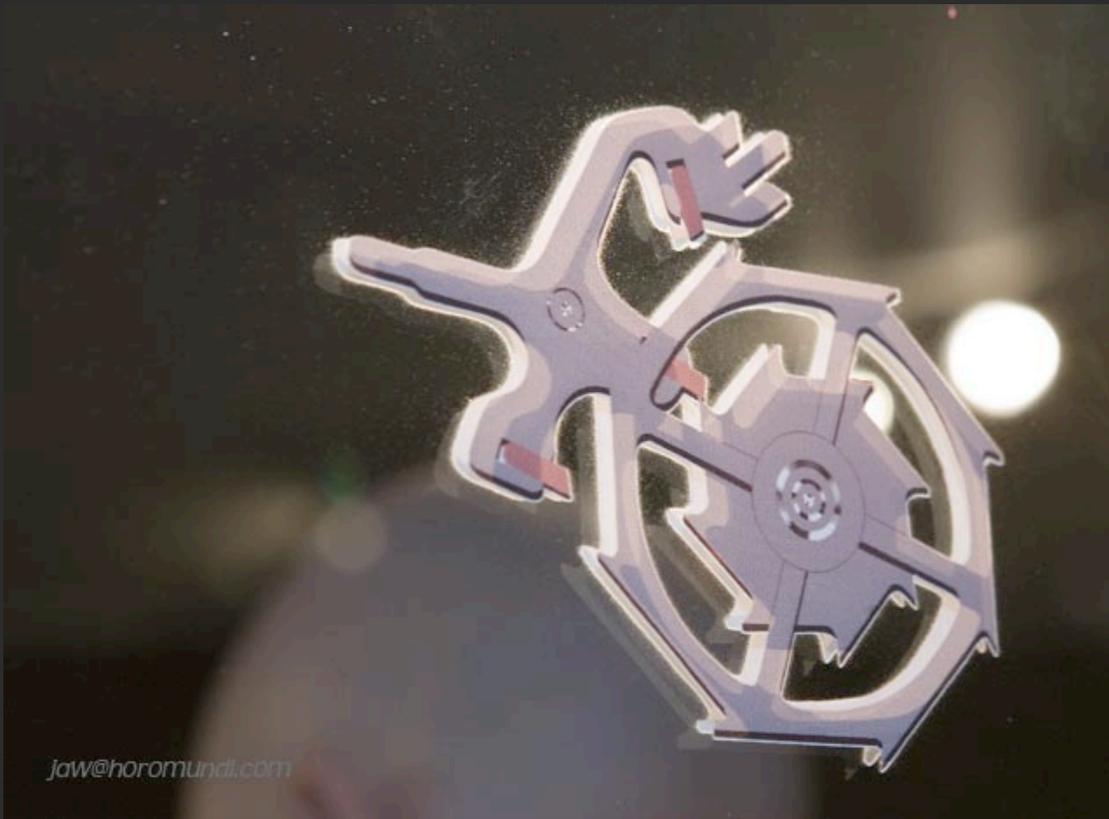




The first OMEGA Calibre 2500 Co-Axial in many ways was a technical breakthrough in 1999-2000 as it requires very little lubrication, very precise, reliable and require much less maintenance than the competitors at that time. While the Co-Axial should impress, the reactions from a few of the more critical journalists were disappointing to OMEGA. Despite totally made within the Swatch Group, Jean-Claude Monachon recalled being questioned as to why OMEGA is using ETA movements.



Sapphire case-back view, note the transparent case side.



"It is our philosophy to constantly improve the quality of our watches" said Mr. Monachon, within 7 years from the already reliable and precise Co-Axial, Calibre 8500 family presents a collective improvements of significant proportion in terms of inherent precision, reliability, durability and ease of maintenance of the movements. Unknown to the critics then, the Calibre 8500 project was approved by Hayek since the year 2000.



Jaw@horomundi.com

Another sapphire case-back view.



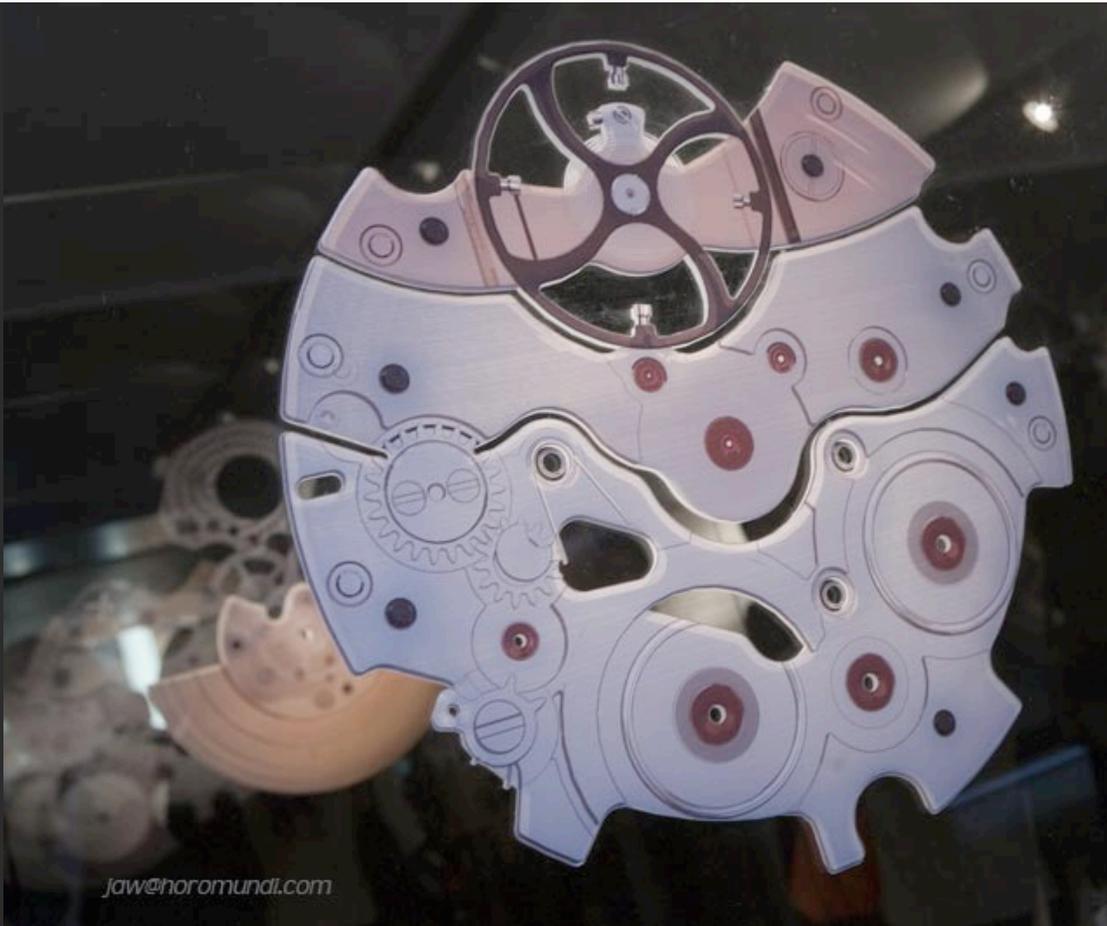
Jaw@horomundi.com

Perhaps not acquainted with more detailed technical disclosure for fear of imitation, OMEGA did not disclose the exact changes and improvements of the new calibre but experience enthusiasts should have no problem noticing the new look Free Sprung

variable inertia balance wheel, more sturdy bridges housing the escapements and overall improvements in movement layout and general aesthetics of the movements. On the precision side, Michael Bourquin (Chef de Projects) told Horomundi/Revolution that return from COSC testing is no longer a problem for the new calibre, OMEGA used to test for a maximum of 10 seconds variation in all 6 positions and daily accuracy, now nothing left the OMEGA factory unless it has a maximum RANGE of 4 seconds, which sets a very tough tolerance to the competitors.



The bracelet.



OMEGA has ambitious plan for the 8500 family of movements, first used in Deville Hour Visions to be delivered in limited quantities as early as March-April 2007, the calibre will be used as a base ebauche for more complicated OMEGA, the tentative product launch schedule of the smaller complications in the next three years is as listed below: -



Calibre 8501 on display.



Co-Axial inventor George Daniels.

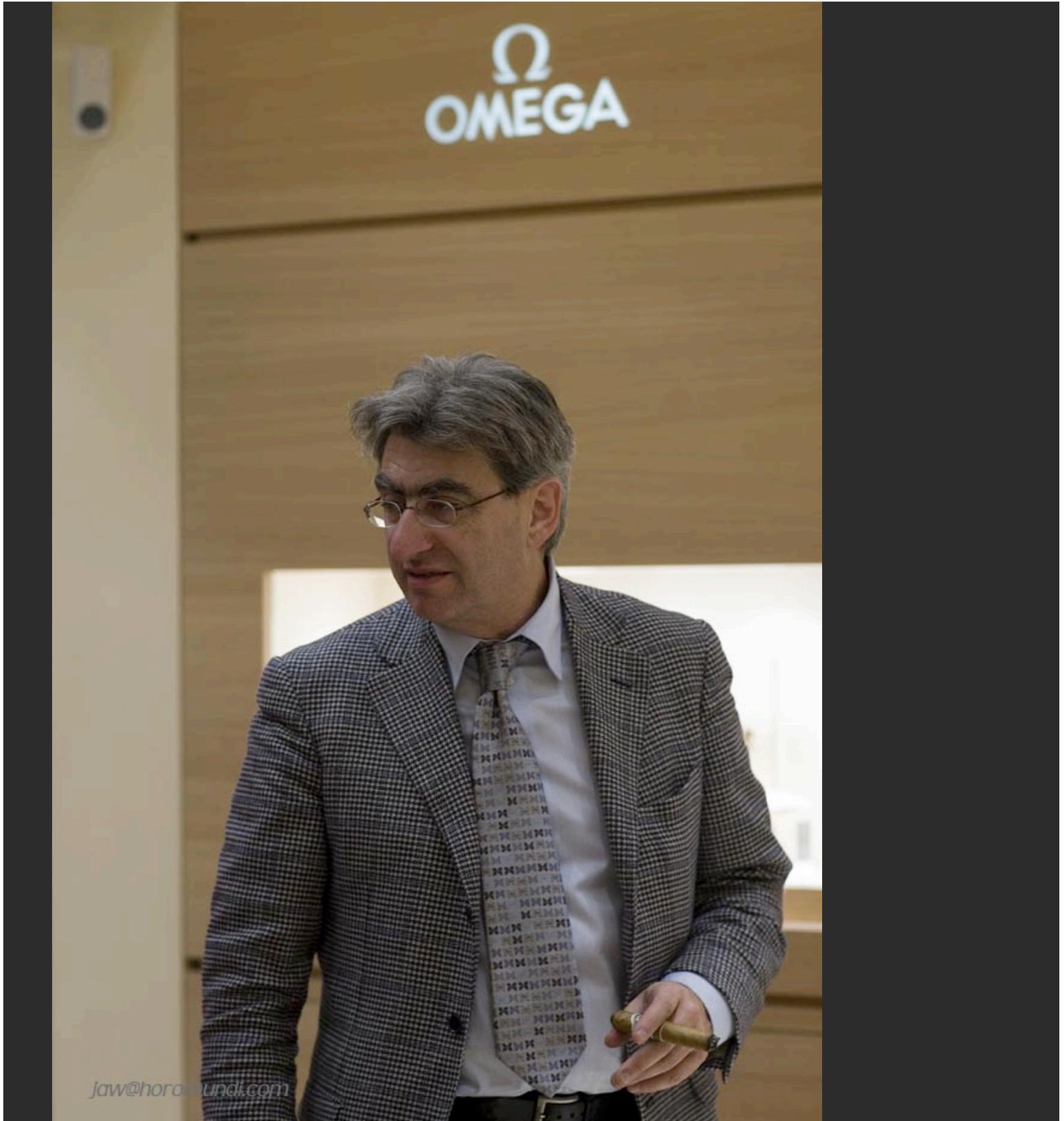
MEN's OMEGA:

- Annual Calendar, Calibre 8601 and 8611

- Day/Date, Calibre 8602 and 8612
- Big Date, Calibre 8603 and 8613
- Power Reserve/Small Seconds, Calibre 8604 and 8614
- GMT, Calibre 8605 and 8615
- 14 lignes Chronographs, calibre 9300 and 9301



jaw@horomundi.com
The incredible 3 layered case structure.



Swatch Group CEO Mr. G. Nick Hayek.

WOMEN's OMEGA:

- Automatic Chronometer, Calibre 8520 and 8521
- Annual Calendar, calibre 8621 and 8631

- Big Date, calibre 8623 and 8633
- Power Reserve/Small Seconds, Calibre 8624 and 8634

More exciting complications are of course possible after 2010.



The black dial on display.



jaw@horomundi.com

OMEGA VP, Head of Product Development Jean-Claude Monachon.

The new Deville Hour Vision is quite stunning for a watch of this price range (not fixed, estimated around CHF6K for Stainless Steel and CHF 13-14K for Pink Gold). especially one with several breakthroughs in case and dials technology.



©Omega for horomundi

Lugs.



jaw@horomundi.com

OMEGA Chef de Project, Michael Bourquin.

The odd ring shaped mid-section sapphire crystal case body fitted between the top and bottom case sections (with several cut-out shapes and holes for the winding crown etc) was simply stunning. As late as a few years ago, sapphire crystal can only curve in one direction and odd shape crystal glass production was impossible. "Comadur S.A. from Swatch Group made this sapphire glass today" said Swatch Group CEO G. Nick Hayek, and he firmly believes no one has the ability to produce this sapphire crystal ring yet. "Of Course, the Chinese will be able to imitate it with plastic shortly" added the CEO jokingly.



Calibre 8501 on display.

The whole idea of using the sapphire crystal mid section Case body is to allow light to pass through the watch from the case-sides in practically all directions (except where it is blocked by crown, metallic case segments and lugs). The movement is well lit when viewed from the case-side and from the sapphire case-back, and it caused a subtle stir of emotions when viewed with ambient light from the windows, as if the lighted movement with oscillating balance wheel is somewhat alive. The fact that the 3 parts watch case with crystal mid-section is water resistant to 100M and shock-proof to 5000G added to the lustre of the watch.



©Omega for horomund

OMEGA Deville Hour Vision, Ref. 431.63.41.21.13.001, Pink Gold with Dark Brown Dial.



Faces in Geneva.

The Dial with machine applied solid gold hour indices and grooved rhodium hour track, gold date frame and gold OMEGA logo also appear to be of highest quality. "Nivarox has to develop a new machine from scratch just to make machine applied indices of this quality" claimed Mr. G. Nick Hayek. When inspected using a loup, the applied indices do look impeccable, even though they weren't applied by hands.





Faces in Geneva.

Aesthetically, the blackened screws, balance wheel and main spring barrels contrasted well with the rhodium plated movement plates and bridges. According to Monachon, it is nickel-black on the screws, chromium black on the balance wheel and Diamond like Coating (DLC) on the barrels.



jaw@horomundi.com

The amazing sapphire crystal case body, produced by Swatch Group owned Comadur S.A., it also the supplier of Golden Bridge watch case to Corum, according to G. Nick Hayek.

When asked why Silicium components are not used in the Calibre 8500 family, Monachon told us that the Silicium parts development is at full intensity within OMEGA but is far from being reliable today. OMEGA imposes very high standards in terms of watch reliability, "we do not want any component which doesn't work 100% or being unreliable". Monachon reminded us that "there is no watch with silicium component that is 100% working with tested reliability" when asked if he includes watches already in the market signed with famous brands, Jean-Claude Monachon confirmed positively.



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Another view of the Sapphire crystal case body.

In an admirable show of honesty, Mr. Monachon also cautioned us that although the calibre 8500/8501 are completely designed and developed within OMEGA Granges, it is dangerous to call the movement completely in-house manufactured. Without the help and assistant of Comadur, Nivarox, ETA and Frederick Piguet - all within the Swatch Group, the success of this calibre and the Deville Hour Vision model would not have been possible. The objective is to manufacture the complete movement and watch within OMEGA premises but at the moment, only assembly is done within the OMEGA compound.



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Faces in Geneva, OMEGA Japan, Sachiko Yokoyama.

Specifications:

Movements:

Exclusive OMEGA manufacture calibre 8500 (SS) or 8501 (RG)

Diameter 13''' , 29mm, thickness 5.5mm

Self winding (dual direction) movement

Co-Axial Escapement, Free-sprung balance.

Timezone function (Jaw note, not second time zone, this refers to the ability to wind the hour hands without changing the minute indications)
Officially certified (COSC) chronometer
Blackened screws, barrels and balance wheel
Exclusive OMEGA decoration and finish with special "Cotes de Geneve" in arabesque (Cal 8501 only, 18 ct red gold rotor and balance bridge)

Cal. 8500 (8501)
202 parts (201)
39 jewels
60 hours power reserve
frequency 25,200 vph/
Lift angle 38 degrees.
(For Cal 8501 only, 18ct red gold rotor and balance bridge)



The Sapphire crystal case body, viewed from the side.

Case:
Polished Stainless Steel (SS) 18ct Red Gold Case (RG)
sapphire case body
diameter 41mm
total height 12.2mm
size between lugs 20mm
water resistant to 100M
Domed scratch resistant sapphire crystal with anti-reflective treatment on both sides
Case back with sapphire crystal, fixed with screws.



©Omega for horomund

OMEGA Deville Hour Vision, Side view.

Bezel:
Polished Stainless Steel (Red Gold)



©Omega for horomundi

sapphire case-back view.

Dial:

Silver Dial or black dial

(Red Gold, Silver dial or Dark Brown dial)

with 18ct gold indexes, date frame and OMEGA logo.

Grooved rhodium plated hour track with brushed and polished finish.



©Omega for horomund

OMEGA Deville Hour Vision, Ref. No. 431.30.41.21.01.001, Stainless Steel, with black dial.

Hands:

**18ct white (SS) red (RG) gold faceted diamond-polished "parform" hour and minute hands with brished finish on top.
Blued steel central seconds hand.**



©Omega for horomund

OMEGA Deville Hour Vision, Ref. 431.33.41.21.02.001, Stainless Steel case with silver dial.

Bracelet or straps

Matt black alligator leather strap with polished stainless steel foldover clasp or polished and brushed stainless steel (red gold) bracelet with safety butterfly clasp, polished red gold (white gold for the red gold watch case) OMEGA logo encrusted in the clasp, new screw and pin system for adjusting.



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Tray of OMEGA Deville Hour Vision.

Next, we ask Mr. G. Nick Hayek if there is a war going on between OMEGA and Rolex?

Jaw



Quote

04-02-2007, 12:31 AM

#2



watchculture Moderator

Join Date: Nov 2006
Posts: 289

Impressive sapphire crystal.....

case technology. Most likely using the state of the art single-point diamond turning tool. The common BK7 and Fused Silica glass (5-6 on the Mohs hardness scale) takes a long time to mill. Sapphire crystal (9 Mohs) is a nightmare to machine, just look at the profile. The coating is entirely another difficult operation altogether. Hmm...It will be interesting to see the actual watch. Thanks for the report, Jaw.

>>>>>Zach T



Quote

04-02-2007, 01:28 AM

#3



Jaw Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Yes Zach,

I must say I am completely floored by the sapphire crystal case body.

I hope that the OMEGA authorised retailers and boutiques personnels understand and able to explain its significance to the potential buyers.

Jaw

Jaw



04-02-2007, 08:07 PM

#4



vIkong
Member

Join Date: Nov 2006
Location: Singapore
Posts: 94



Jaw, thanks for the detailed writeup!

**The crystal case is amazing and it still specs to water-resistance to 100m!
Wow, have they tested it?**

The lugs dual-finishing is very nice. Impressive!

Any indication will the watch be here in Singapore soon (Omegamania) ?

Kong

Is the lugs soldered on or a single machined-out piece?



04-02-2007, 09:36 PM

#5



Jaw
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Thanks Kong,

I didn't ask, but from the look of it, it is soldered.

And actually nicely done.

BTW, there is no Deville Hour Vision for auction in Omegamania. The watch however will be delivered to OMEGA boutiques and selected authorised retailers as early as March-April 2007 onwards.

Check out your local boutique or authorised retailers, soon 🇸🇬

Jaw



08-02-2007, 12:16 PM

#6



Jaw
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926



Please see Part 3 of this Report.

We spoke to Hayek at part 3 of this [coverage](#).

Quote

12-02-2007, 04:20 AM

#7

ausrandoman

Posts: n/a

I'm very impressed by the sapphire case

Quote:

Originally Posted by watchculture
case technology. Most likely using the state of the art single-point diamond turning tool. The common BK7 and Fused Silica glass (5-6 on the Mohs hardness scale) takes a long time to mill. Sapphire crystal (9 Mohs) is a nightmare to machine, just look at the profile. The coating is entirely another difficult operation altogether.

Perhaps the case is injection moulded, a common process in ceramic manufacturing. That glassy smooth finish on a complex shape is an impressive technological tour-de-force.

Quote

12-02-2007, 08:41 AM

#8



Jaw
Editor and Chief Moderator

Join Date: Nov 2006
Posts: 926

OMEGA has been rather quiet about this, generally and not referring to this case, sapphire crystal has to be grown and cannot be molded, but we are not sure what Comadur has achieved until OMEGA can be more forward.

Thanks
Jaw

Quote

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OMEGA Press Trip Part 3 - We Spoke to G. Nick Hayek briefly.

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08-02-2007, 12:11 PM

1

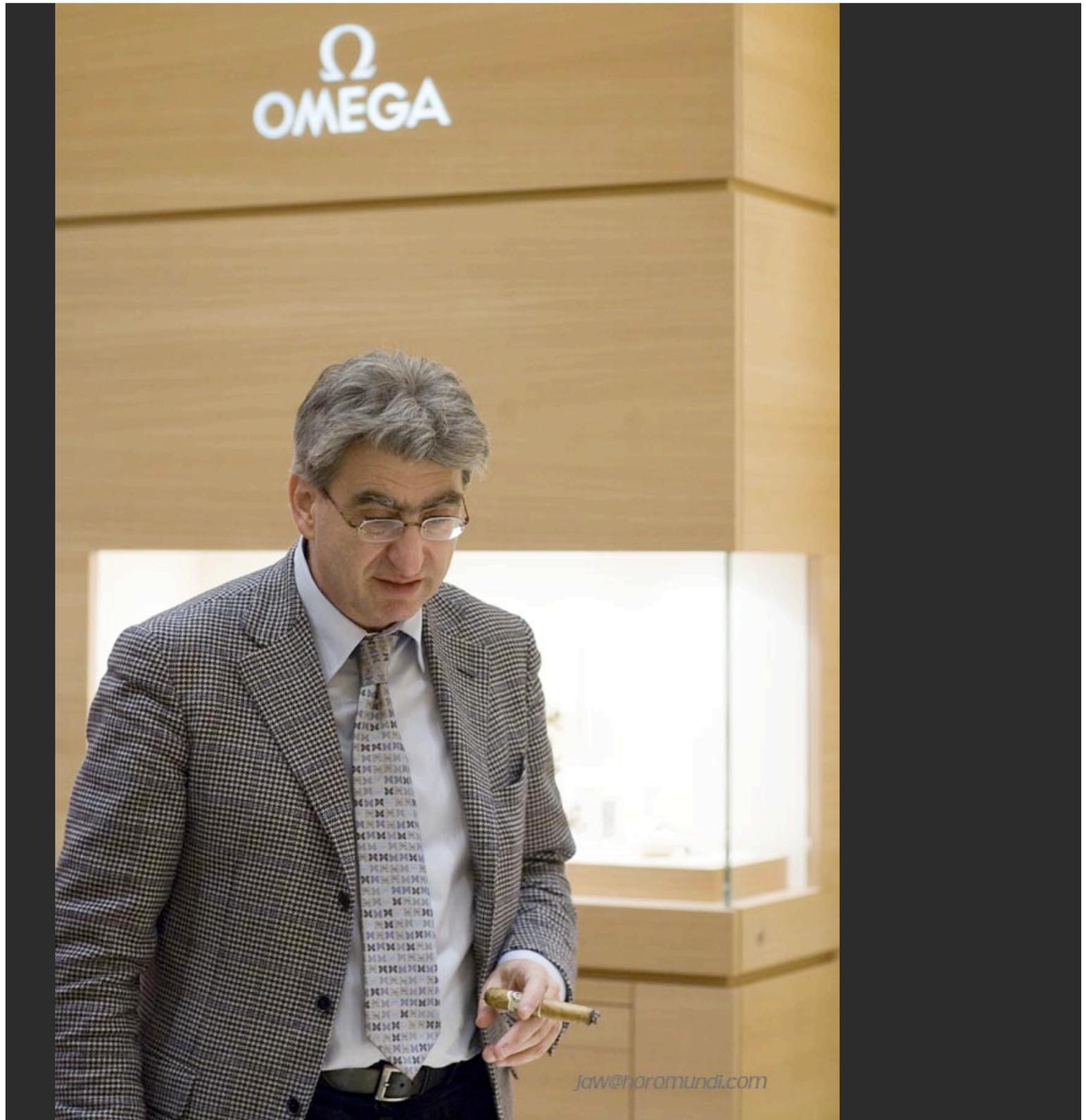


Jaw
 Editor and Chief Moderator

Join Date: Nov 2006
 Posts: 926

OMEGA Press Trip Part 3 - We Spoke to G. Nick Hayek briefly.

This is the part 3 and the final part of our Geneva Press Trip Report, Please view our Part 2 coverage [here](#).



In terms of industrially produced mass luxury watch market, The new Calibre 8500 family looks impressive and The OMEGA Deville Hour Vision seems ready to compete with Rolex. We revisit the OMEGA Vs. Rolex issue and ask for the Swatch Group CEO's comments and Mr. G. Nick Hayek elaborated:

First of all, Mr. Hayek wants to make it clear that he is not competing with Rolex. "the perception is historical, the brands have been competing with each other, it is a legacy"

He recalled telling a German journalist about the future of OMEGA when asked. "OMEGA is doing around CHF1.4B to CHF1.5B today and could achieve CHF2B to CHF2.5B as the potential is there" The un-named German journalist derisively laughed at his estimate and told Mr. Hayek that OMEGA could never achieve and suggested that only Rolex could. Mr. Hayek told us he obviously disagree.

"We don't intend to take away market share from anyone, OMEGA had to fight for its market and is constantly exposed to a lot of competition". Mr. Hayek hinted that there are other players who are not accustomed to competition and innovation. Being a strong leader is always dangerous as you can become complacent and be too comfortable.



We also have to provide value and "cannot cheat the customer" For example, Planet Oceans are sold at "CHF3.8K when we could sell it at CHF4.5K" The Deville Hour Vision has "excellent sapphire crystal (case body) produced by Comadur and first class metal case manufactured by Rudin" (also owned by Swatch Group). And "because of our value, we are selling about 130 OMEGA in Geneva boutique, 70 pieces in Moscow Boutique and 80 pieces in Kuala Lumpur boutique every month" The figure stated was referring to single store turnover in each boutique, according to Hayek.

"It is clear that Rolex is doing between CHF2B to CHF2.5B turnover a year", and Hayek

reminded us that the turnover includes Tudor. Talking about Rolex Bienne and Roles Geneva, "until a year ago before the merger, there were 2 different Rolex companies". in 2006, Swatch Group has a turnover of more than CHF5B as a group and OMEGA as a single brand is enjoying sales of CHF1.4B to CHF1.5B. The CEO reiterated that today "OMEGA is number two in this segment and we want to be number one, so tell me, who can compete with Rolex?" asked Mr. Hayek.

Would our fellow member care to answer? 

Jaw

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