

Why choose when you can have both?

camel active presents the Black+Steel Companion

Berlin, March 2009 – Analog or digital? Sporty or elegant? This question is no longer relevant. The lifestyle brand camel active has created for 2009 an individual and powerful companion for men who make no compromises.



The new series Black Companion and Steel Companion combine both analog and digital technology into one LCD display. The dynamic face is clearly divided, with the coloured hands set off from the subtle yet distinctive digital display.

Tested at water depths of 100 metres, the precision quartz mechanisms withstand even extreme conditions. The extra wide watchband made of Velcro and mesh guarantees a snug fit on the wrist, creating a characteristic contrast. The background illumination of the LCD display accentuates the clear, modern form of the casing.

Stainless steel in elegant matt black or steel-coloured gun metal leaves no room for doubt that these watches with sophisticated Swiss technology stand for performance. These modern timepieces also prove that functionality and style are not opposing concepts.

Quod erat demonstrandum: A watch can by all means be 'timeless'. With Black and Steel Companion, the angular design with square-shaped casing is united with rounded corners in stylish matter-of-factness.

Timeless style meets modern fashion – sporty ruggedness meets noble design.



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