

Mondaine's Swiss Precision Arrives at Boston Logan Airport



From hundreds of Swiss Railway terminals to US airports and other places around the globe where precision timing counts, Mondaine, Official Swiss Railways Watch, is there to track time to the perfect second. Most recently, the brand participated in a Science exhibition at Boston Logan Airport in conjunction with Swissnex Boston (Consulate of Switzerland) and Massport that resulted in a permanent Mondaine GPS-system clock being erected in the international terminal. Mondaine clocks, renowned for their immediately identifiable red second's hand, are also known for their exact timing.

The exhibition that started the process was the Sciencesuisse, which showcased 25 world-class researchers from many scientific disciplines and their achievements in Switzerland.

The exhibition (March 30 through mid-May 2009) featured interactive pieces and posters. Students from Harvard, MIT and other local universities acted as guides to the more than 600,000 international travelers who passed through Terminal E during the power of science showcase.

The GPS-controlled Mondaine clock that has been permanently installed at the airport was part of the exhibition dedicated to the Science of Watchmaking and Time. It is placed in the international terminal above the FIDS (Flight Information Display System).

"Boston Logan International Airport has worked closely with the Swiss and other local Consulates to provide opportunities for airport passengers to learn about international cultures and customs by installing exhibits within our terminals. We especially appreciate the relationship we have formed with the Swiss. This is the third exhibit they have hosted," says Ed Freni, Logan Airport's Director of Aviation.

The Mondaine clock is a double-sided, back-lit clock that displays time on both sides. Measuring two feet in diameter, the GPS-controlled Mondaine Official Swiss Railways clock operates via a master mechanism system, or "brain," which controls and operates the clock to ensure up to a millisecond precision, as it is linked to a Global Positioning System (GPS) receiver. The GPS receiver in the master mechanism receives the time signal via satellite, and provides this to the clock, controlling and setting the time automatically.

"We are thrilled to partner with Swissnex Boston and to be able to offer a permanent exhibit with our clock as testament to the unique Swiss contributions to watchmaking and time," says Margaret Gregory, Mondaine US Brand Manager.

The clock at Logan Airport is the second Mondaine clock to be erected in one year's time in the Boston area. In October of 2008, Mondaine – along with retail partner Swiss Watchmaker in Harvard Square – installed its first Mondaine Official Railways Clock with GPS (Global Positioning System) in the United States. That clock, built with the approval of the Cambridge Historical Society, is also double-sided, back-lit, and two feet in diameter. It marks the entrance to the Swiss Watchmaker store on Church Street.

Mondaine Watch Ltd. holds a unique position in the United States market. This brand represents affordable luxury, with retail prices of its watches and clocks ranging from \$195 to \$600. The timepiece design is distinct, clean and also offers superior legibility. The timepieces are crafted of high-quality materials and are Swiss made.

Mondaine Watch Ltd. – creator of the official Swiss Railways Watch collection, licensed by the "Swiss Railways SBB" – launched just over 20 years ago. It represents the consumers' version of the Swiss Railways Clock. In Switzerland, 3,000 of these famous Swiss clocks have indicated the precise time at all Swiss train stations for more than 60 years.

Zurich, July 2009

For more information, please visit www.mondaine.com or contact

Mondaine Watch Ltd., Lessingstrasse 5, CH-8027 Zurich

T +41 43 34 44 800 – f +41 43 34 44 700

info@mondaine.ch

© Photo: Mondaine Watch Ltd