

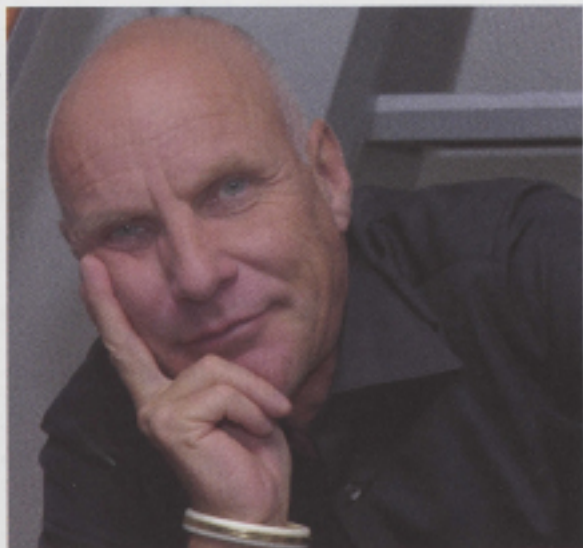
THE PRIVATE JET LIFESTYLE MAGAZINE

ELITE

T R A V E L E R

WATCH GUIDE **2011/2012**



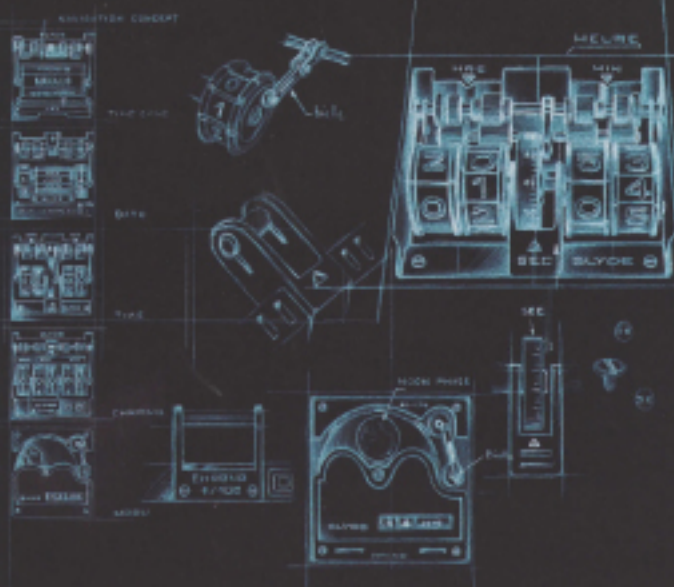


INSIDE HD3 WITH CEO JORG HYSEK

"I have always designed for the watch industry and I have been blessed. For many years, I worked with some of the most renowned Swiss luxury watch brands but with freedom to create in line with my taste and personality, as I was an independent designer. I must add that collaborating with various brands was an incredible exercise in eclecticism and keeping an open mind.

Since HD3 started in 2004, the objective was to share my passion for truly exceptional, creative watchmaking. Our team of designers—surrounded by the most talented Swiss artisans—has been creating audacious timepieces that blend mechanical complexity and modern aesthetics. In this way, HD3 has acquired great credibility in the world of complicated Swiss-made timepieces, seducing the most demanding connoisseurs.

After a string of hugely successful complicated timepieces, we applied our innovative approach to design and gave a new direction to 21st century watch creations, wonders with a futuristic look. Today more than ever, HD3 stands out from traditional watchmaking through the subtle blend of fine technique and high technology that reveals my ultimate quest for future Time in motion. Our team is determined to allow imagination free reign, in the perpetual pursuit of perfection."



CONCEPTING SLYDE

Having developed and crafted complicated mechanical timepieces, HD3 decided to go back to the roots of the art of design [creativity, freedom] and emancipate itself from the production constraints of a mechanical watch. Thus arose the idea to fuse the real and the virtual, which developed into the advanced Slyde timepiece that marries the rationality and luxury of Swiss watchmaking with the intuitiveness of new technologies and an ultra-contemporary aesthetic of modern elegance and glamour.

An authentic, Swiss-made luxury watch, Slyde combines the *savoir-faire* of fine micro engineering and the convenience and utility of accessing various virtual complications, as well as the intimate dimension of time past and time yet to come, with the simple slide of your finger across the sapphire crystal touch screen. Completely devoted to the realm of time, Slyde offers no telephone apps or games. New virtual engines are in development for the timepiece—some will be designed in collaboration with other renowned watchmakers enthusiastic about Slyde's cutting-edge concept.



PERSONALIZED TIME IN HIGH DEFINITION

Slyde's revolutionary display enables the owner, by sliding a finger over the watch screen, to generate an infinite variety of customized timepieces for private events, personal fancies, special occasions or any other purpose. Creating a range of "different" watches within a single timepiece is made possible thanks to a range of top-quality virtual modules.

Not only does Slyde contain on its vertical axis of navigation the virtual modules of time, displaying seven basics such as the date, time, calendar, moon phase and chronograph (plus the digital versions of them), it also tracks, on its horizontal axis of navigation, the owner's best moments and beloved events, with the possibility of a dedicated countdown to future events, a count of days since past events and the inclusion of personal photographs.

Welcome to the personalized perception of time, which allows for downloads of new customized modules and software upgrades!



ABOUT THE SLYDERS

While the idea of extending the pleasure of intuitive technologies to the wrist is naturally appealing to the iPod generation, there are also a number of seasoned collectors of classical timepieces who are enthused by this model with its exceptional design and a myriad of functions, especially as HD3 achieved considerable credibility on the watchmaking scene by having already created a number of highly complicated mechanical models.

The range of Slyders is as broad as the possibilities afforded by the watch itself. People these days have several lives in one, and the Slyde provides a multitude of facets: It adapts to city life and sports activities, to a business meeting or an elegant dinner party. All you need to do is glide along its dial!

Slyde—playful and unusual—is a marvel of modern technology and design sure to evolve over time, in stride with the pace and predilections of its owners.



SLYDE SPECIFICATIONS

Developed and made in Switzerland, Slyde offers seven watch complications: Hour, date, GMT, calendar, moon phase, chronograph and timer, as well as countdowns to events and the inclusion of photos. You can also switch to digital or to your own personal selection of virtual mechanisms, downloadable from the web. On the right side of the dial, LEDs provide information as to remaining battery life, while at the bottom there is a light sensor that governs the brightness of the screen according to the ambient luminosity. With a power reserve of up to 10 days (dependent on use), the watch is charged using a USB cable linked to a computer, or a special plug linked to a wall socket. Slyde is water-resistant to 30 meters and comes in black or grey titanium or pink gold, with a strap choice of two leathers and five colors of rubber (\$6,850 to \$48,000).

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