

SLYDE: An Outstanding Human Adventure for a Revolutionary Watch Concept

Geneva, 15 February 2011 – Following the huge success of SLYDE launch in Geneva last month, the designer **Jörg Hysek** has revealed how the revolutionary new timepiece has been conceived. This incredible story involves three Swiss entrepreneurs, each with very different background, who teamed up to pull off this remarkable technological challenge.

The best-kept secret in watch making was finally revealed in January 2011 at the Geneva Time Exhibition, where HD3 presented SLYDE, the luxury watch with a touch screen offering unlimited possibilities for time displays. It was an immediate success, both with watchmakers and international media. They unanimously praised this completely innovative concept and its virtual engine – a true fusion between latest design trends and cutting-edge electronic technologies.

The enthusiasm SLYDE has aroused reflects the nearly impossible challenge the inventors have set – requiring some kind of technological miracle. Although touchscreens are very well known in mobile telecommunications since 2007, their application to watches brought technical issues that experts considered highly challenging.

That was without considering the passion of three visionary entrepreneurs, Jörg, Alain and Alex.

Back to the past: the idea of SLYDE originates from **Jörg Hysek**, the famous Swiss watch designer with several successful timepieces designed by him or branded under his name, and his colleague Pascal Pozzo di Borgo. In December 2008 Jörg is working on a new design with a square case and a display with time screens that can be adapted and customized according to the user's wishes. **Alain Nicod**, a well known entrepreneur, businessman and business angel joined as a co-investor in the project. In May 2009 he suggested to hire **Alex Bezinge** – a specialist in business and project management in the technological and industrial sectors – to make a feasibility study and provide recommendations to launch a development project.

Following the positive outcome of this preliminary phase, the company "Comme Le Temps SA" (CLT) was founded in October 2009 in order to start the product development and to build prototypes.

Alex became soon CLT key man, overcoming all obstacles to make the dream become true. While Jörg was coming up with unlimited display possibilities for his revolutionary touch

watch, Alex was analysing and seeking innovative solutions. He searched for and selected some of the world top specialists in their respective field of expertise, building up a team of partners with unparalleled talents, capable of realizing a challenge that some leading multinational companies could dream of.

The effective development started early 2010, and the first SLYDE prototype came out in less than one year, October 2010. Passion and creativity were the major reasons behind this first success. "This rapid development phase, costing approximately CHF 3 million, was enabled by an excellent cooperation with our key industrial partners who were immediately attracted and motivated by our project and gave us tremendous support" explains Alex. "As of today, CLT has no employee. However we will now recruit and build up a top level team for the industrialization phase and for the future growth of CLT."

While the prototype was being developed, a second new company, "SLYDE Watch SA", chaired by Jörg Hysek, was founded to promote and commercialize SLYDE watches. The fact that the watch is amazingly simple to use is one of its main feature. "The navigation method is unique," underlines Alex Bezing, now Chairman of CLT. "The simplicity of our system is related to the use of a single icon per screen and to single-level navigation, unlike many other touch screen products." Consequently navigation is very user friendly. In addition to this innovative and patented concept, the combination of a high-resolution high-luminosity display, with a touch sensor on a cylindrically curved sapphire as well as with a highly integrated electronic module, produces a very nice design and high tech product positioned in the upmarket.

SLYDE and CLT have just demonstrated they have nothing to envy to the leading mobile phone manufacturers when it comes to touch expertise. But their strategy is different. "We have no intention whatsoever to enter the telecom sector" mention the 3 co-founders Jörg, Alain and Alex. "Our goal has always been to create a timepiece adapted and in synchronization with the 21st century."

Mission accomplished a few months ahead of schedule! SLYDE is now entering into the industrialization phase, with the first watches to be produced and sold in Q4- 2011. This will be the next crucial and undoubtedly successful stage of this great human adventure – an awesome encounter between the world of design and the world of technology.

To be seen at Baselworld, March 24th – 31st 2011, Booth E04, Hall 4.1