

PRESS RELEASE

Luminox Atacama Field 1960 Series

April 2024 – Luminox is excited to announce the launch of a new series of field watches based on the Atacama Desert, one of the driest deserts in the world, and the all-new textured dials evoke the terrain and rugged landscape of the desert. These high-performing, super readable and durable field watches are designed for exploration in the most hostile environments, encompassing Luminox’s commitment to exploration and their enduring spirit of adventure.



For almost a century, the Field watch has symbolized a classic style, and its popularity continues to grow. The new Atacama Field 1960 embraces such aesthetic codes and rugged reliability in a modern version designed for the toughest conditions. The timepieces are available in three colorways: full blackout, a dark green dial with sand hour numbers, and a black dial with sand hour numbers. The watches are adorned with a black rubber strap with black textile on top (tone-in-tone stitching) and a CARBONOX™ signature buckle.

The watches feature a clean design with a large dial that displays the 12- & 24-hour clock, along with a red-tipped second hand and red arrow pointing to the date at 3 o'clock for instant readability. All these features are housed in Luminox’s own 43mm CARBONOX™ case, which allows for these lightweight field watches to remain affordable without

compromising quality and durability. Lastly, as with all Luminox watches, the watches feature the brand's signature Luminox Light Technology, ensuring unmatched visibility in any light condition for up to twenty-five years.

The simplistic design makes this series perfect for the bold and brave who explore the globe's harshest environments as well as those who navigate everyday adventures, big or small.

Luminox Atacama Field 1960 Series



Atacama Field – 1961
SGD \$670 before GST



Atacama Field – 1977
SGD \$670 before GST



Atacama Field – 1970.SET
SGD \$755 before GST

Product Specification

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|------------------|--|
| Glass Type | Sapphire with anti-reflective coating |
| Case Material | CARBONOX™ (Carbon compound) |
| Case Diameter | 43 mm |
| Strap Material | Black rubber strap with black textile or Nylon webbing |
| Strap Colour | Black or Sand |
| Dial Colour | Black or Green |
| Functions | Date |
| Movement | Quartz |
| Water Resistance | 100 metres |



About Luminox

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

ALWAYS VISIBLE

Navy SEALs, law enforcement, emergency personnel and more wear Luminox watches, and these professionals need to be able to see the time no matter the conditions. That's why Luminox uses tiny tritium gas tubes, which will provide illumination for up to 25 years. Unlike other luminosity systems, which depend on exterior light sources to charge luminous paint or a pushbutton to illuminate the watch, the luminosity is built right into Luminox watches, ensuring that you will always be able to see the time, no matter the conditions.

AVAILABILITY

Luminox watches are available at Crystal Time Pavilion at VivoCity #01-K30, TANGS at Tang Plaza Level 3 and authorised watch retailers.

For further information and the list of authorised retailers, please call Crystal Time (S) Pte Ltd at +65 6747 8888 or visit the website at www.luminox.com.sg

Facebook: <https://www.facebook.com/LuminoxSingapore/>

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