



ORIS
Swiss Made Watches
Since 1904

IN REAL TIME

ORIS MARKS 110 YEARS
OF WATCHMAKING WITH A
GROUND-BREAKING NEW MOVEMENT



A LIFETIME OF
INNOVATION

The ground-breaking new Oris 110 Years Limited Edition – seen here with a solid 18-carat rose gold case, crown and pin buckle – is the latest in a long line of innovative Oris timepieces

ANOTHER FIRST FROM ORIS

GOOD TIMES

With Oris's 110th anniversary comes one of the most innovative watches not just in the brand's history, but in the history of luxury Swiss watchmaking

Anniversaries come around thick and fast in the watch industry. But they don't always bring pioneering watch innovations that make a significant contribution to the horological landscape. Oris is 110 years old this year, a date that will be remembered in the company's long and illustrious history for the launch of the Oris 110 Years Limited Edition, a watch with a 10-day power reserve and a patented non-linear power reserve indicator. This combination has never been seen before in watchmaking.

Oris was founded in 1904 in the small Swiss town of Hölstein, where it remains today. The vision of its founders was to produce good-quality watches at reasonable prices, offering consumers timepieces that weren't out of reach. That philosophy has been passed down through the generations, and continues to inform every watch that Oris produces today.

The company is independent and therefore free to choose its own path. That path has made Oris one of a handful of watch companies that only makes mechanical watches – there's not a single quartz piece in the collection. Every watch is Swiss Made, and made with a purpose. Oris watches are functional, high-performing and designed to be used in everyday life, and are ultimately judged by the brand strapline, 'real watches for real people'.

1904–1919

IN THE BEGINNING

Named after a stream, Oris had humble origins. The company was founded by two men, whose early 20th-century vision would quickly grow into one of the biggest names in the industry

The Oris story began 110 years ago when watchmakers Paul Cattin and Georges Christian arrived in the town of Hölstein, nestled in the picturesque foothills of Switzerland's Jura Mountains. They purchased the recently closed Lohner & Co watch factory and, taking inspiration from their new surroundings, decided to call their company Oris after a nearby brook. On June 1, 1904, Cattin and Christian met and signed a contract with a local notary, making it official – Oris was in business.

In 1904, pocket watches were the fashion, and Cattin and Christian wasted no time in launching Oris's first model. It had an 18-carat gold case and a classic, conservative design, featuring Roman numerals and an open, white dial. It was well-received, and helped Oris establish a reputation for quality.

On the back of this, Oris began investing in promoting its growing collection with advertisements and catalogues produced in a number of languages. Oris designs were particularly popular in Britain and its colonies.

The company grew fast and by 1910 it was the largest employer in Hölstein with a workforce of more than 300. Oris built houses to attract workers, and by 1918 it had factories on five sites. It began producing wristwatches in the mid-1910s – a decision that would keep the brand at the forefront of watchmaking into the 1920s and beyond.



ABOVE:
FIRM FOUNDATIONS
The Oris factory in Hölstein where the company has been based for 110 years

LEFT:
THE FIRST TICK
Oris's first pocket watch was created in 1904. It had an 18-carat gold case and a simple white, Roman numeral dial

ORIS MOVEMENTS THAT MADE HISTORY

1938 CALIBRE 373

The first Pointer Calendar

1952 CALIBRE 601

Oris's first automatic pin-lever movement. It had a 36-hour power reserve indicator

1966 CALIBRE 645

Oris's first automatic lever escapement movement was produced in-house and stayed in the collection for 20 years

1968 CALIBRE 652

Oris's first chronometer-certified pin-lever movement

1970 CALIBRE 725

Oris's first chronograph, which appeared in the Chronoris

1991 CALIBRE 582

A complicated movement with day, date, moonphase and second time zone indicators

1995 CALIBRE 649

First regulator movement. Oris is the first brand to make a diver's watch with a regulator dial

1997 CALIBRE 690

Oris's ground-breaking Worldtimer movement can



be adjusted forwards or backwards in one-hour jumps with a push of a button

2013 CALIBRE 761

The Oris-developed Pointer Moon, the first mechanical watch to display tidal range

1900



1905
Norway's Roald Amundsen is the first man to sail the Northwest Passage. In 1911, he became the first man to reach the South Pole

1900

1901

1902

1903

1904

1905

1906

1907

1908

1909

1910

1911
US explorer Hiram Bingham discovers the Incan city of Machu Picchu

1910

1911

1912

1913

1914

1915

1916

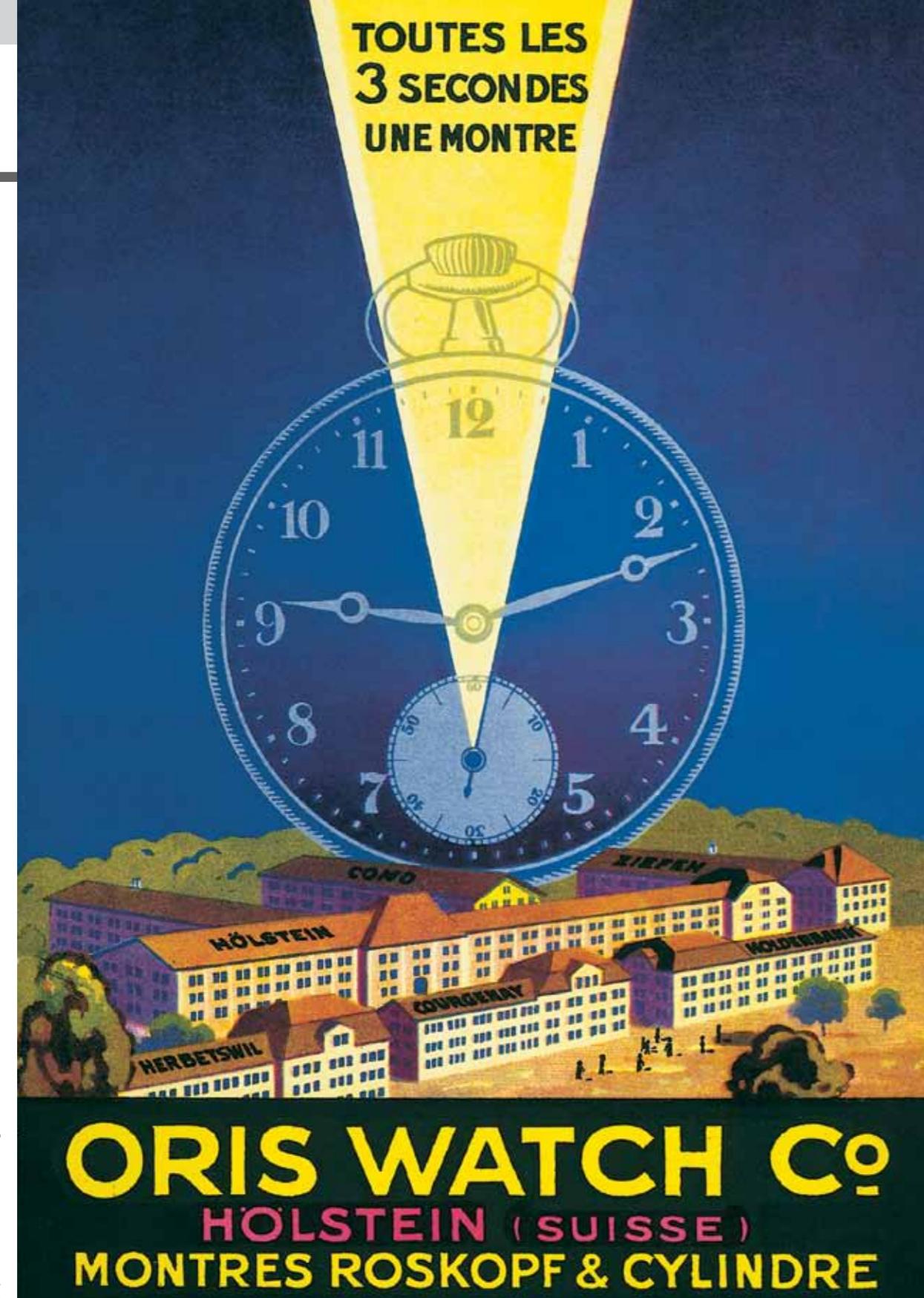
1917

1918

1919



1917
Charlie Chaplin signs the first million-dollar film contract



1920

1922
British Egyptologist Howard Carter discovers the tomb of Tutankhamun (1337-1327 BC)



1927
The Jazz Singer, starring Al Jolson, is the first feature-length talkie

1930

1933
Prohibition in the US ends on 5 December



1934

1920–1949

AN ICON IS BORN

By the 1930s Oris was producing watches that were to become design benchmarks and Oris signatures. As war consumed Europe, the company was forced to diversify

During the 1920s and 1930s, Oris continued to expand. In 1925, it opened a state-of-the-art electroplating factory in Herbetswil. Suddenly, it was operating seven factories to help meet the worldwide demand for its watches.

In 1927, the company mourned as Georges Christian, the last of its two founders, died. With no natural successor, Oris became a public company, led by Jacques-David LeCoultre (who merged Jaeger with LeCoultre to form Jaeger-LeCoultre in 1937). He appointed Georges Christian's brother-in-law Oscar Herzog as General Manager – a position he would hold for 43 years.

In 1934, the 'Watch Statute' came into force, prohibiting companies from introducing new technologies without permission. This meant that Oris, which had only used pin-lever escapement movements to that point, was unable to adopt better-quality lever escapements. Undeterred, Oris refined its pin-levers, and in 1945 became the first to receive a distinction from the Bureaux Officiels de Contrôle de la Marche des Montres in Le Locle for a pin-lever movement. By this time, Oris had introduced its famous Big Crown Line. Launched in 1938, it was the brand's first pilot's watch and the start of a relationship between Oris and the world of aviation that continues to this day.

During the Second World War, Oris's distribution network was reduced significantly. To keep business alive, it manufactured alarm clocks, which led to the celebrated eight-day power reserve model, launched in 1949.



ABOVE: AN ORIS ICON
The Oris Pointer Calendar first appeared in 1938. In time, it would become the company's signature watch design

LEFT: WAKING UP TO NEW CHALLENGES
During the Second World War, with exports stifled, Oris turned its hand to making alarm clocks

1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934

1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949

1940

1941
The Mount Rushmore National Memorial, featuring the faces of four US presidents carved into a rock face, is completed



1947
Edwin H Land invents the Polaroid instant camera



1950-1975

THE GOLDEN AGE

It was one of the Swiss watch industry's most fruitful periods, and Oris was at the forefront of it – innovating, pioneering and challenging the status quo

In 1956, Oris General Manager Oscar Herzog made a decision that would change Oris's fortunes, and with them those of the whole industry – forever. He appointed a young lawyer, Dr Rolf Portmann, and tasked him with lobbying the Swiss government to overturn the Watch Statute. It would take Portmann a decade, but he would succeed, leaving Oris free to introduce lever escapements. In 1966, Oris produced its first automatic lever escapement, Calibre 645. A hugely reliable movement, it would stay in the collection for 20 years.

By the mid-1950s, Oris had become one of the most advanced manufacturers in the Swiss watch industry. Apart from watch hands,

hairsprings and jewels, it produced every component in-house, while its subsidiaries manufactured watchmaking tools.

Oris continued to grow, and by the early 1970s it was one of the 10 largest watch companies in the world. It employed 800 people in its factories across Hölstein and beyond, and produced 1.2 million watches and clocks a year.

In 1970, Oris launched the iconic Chronoris, the company's first chronograph. With its contemporary styling and sporty profile, it demonstrated a passion for the world of motor sport, and became one of Oris's most successful models.



TOP: FINE LINES
Between 1904 and 1981, Oris produced 279 calibres

ABOVE: TOOLS OF THE TRADE
Before the Quartz Crisis, Oris employed 800 people across its subsidiaries. Some of those were skilled workers who made tools

MAKING WATCHES THE HARD WAY

There are two ways to make watches. The easy way, and the right way. Oris's belief has always been to make a watch the best it can possibly be – the right way. Sometimes this can cause a few problems...



WATER-TIGHT LINES
BIG CROWN X1 CALCULATOR

The X1 Calculator has a slide rule top ring. The first designs weren't water-resistant, a common problem with watches with this function. The watch went back to the drawing board, and in 2011, a year and five case constructions later, it was launched – with 30-metre water resistance.



DON'T TURN AROUND
PRODIVER ROTATION SAFETY SYSTEM
Oris worked with a professional diver on the ProDiver. The challenge was to deliver a watch with a lockable rotating bezel. It took 18 months of development, and the end result was the Rotation Safety System, unveiled in 2009. This patented device locks the bezel in place for extra security.



ABOVE: FIRST TIMES
Oris's first chronograph, the legendary 1970 Chronoris

LEFT: RISE OF THE MACHINES
This transfer manufacturing unit produced mainplates developed by Oris's in-house engineering team. In the 1960s and 1970s, state-of-the-art machinery helped Oris maintain production levels of over one million units per year

1950



1952
Agatha Christie's *Mousetrap* opens in London's West End, beginning a run that continues into 2014



1957
On November 3, Laika the dog becomes the first living creature to orbit the Earth, aboard the Soviet-built Sputnik 2

1960

1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962

1963

1963
Please Please Me, The Beatles' first album is released on March 22. It has a run time of 32 minutes and 45 seconds



1967
The first Automated Teller Machine, or ATM, is installed by Barclays Bank in London

1970

1972
Pong becomes one of the world's first mainstream video games

1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975

1976-1989

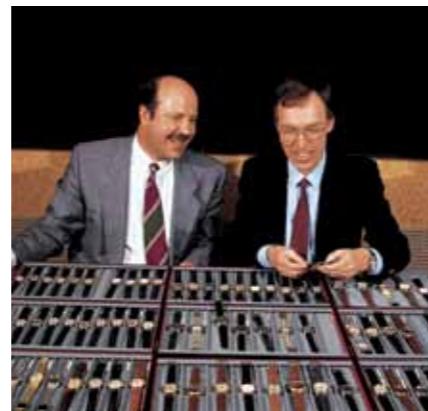
THE NEXT GENERATION

Against the onslaught of cheap quartz watches from the Far East in the late 1970s, the traditional Swiss watch industry was all but wiped out. Come the early 1980s, Oris was on its knees and needed a rescue mission

The end of the 1970s and beginning of the 1980s was the Swiss watch industry's nadir. This was the age of the Quartz Crisis, during which around 900 companies would go out of business, and two-thirds of the workforce would be laid off. Oris was not immune.

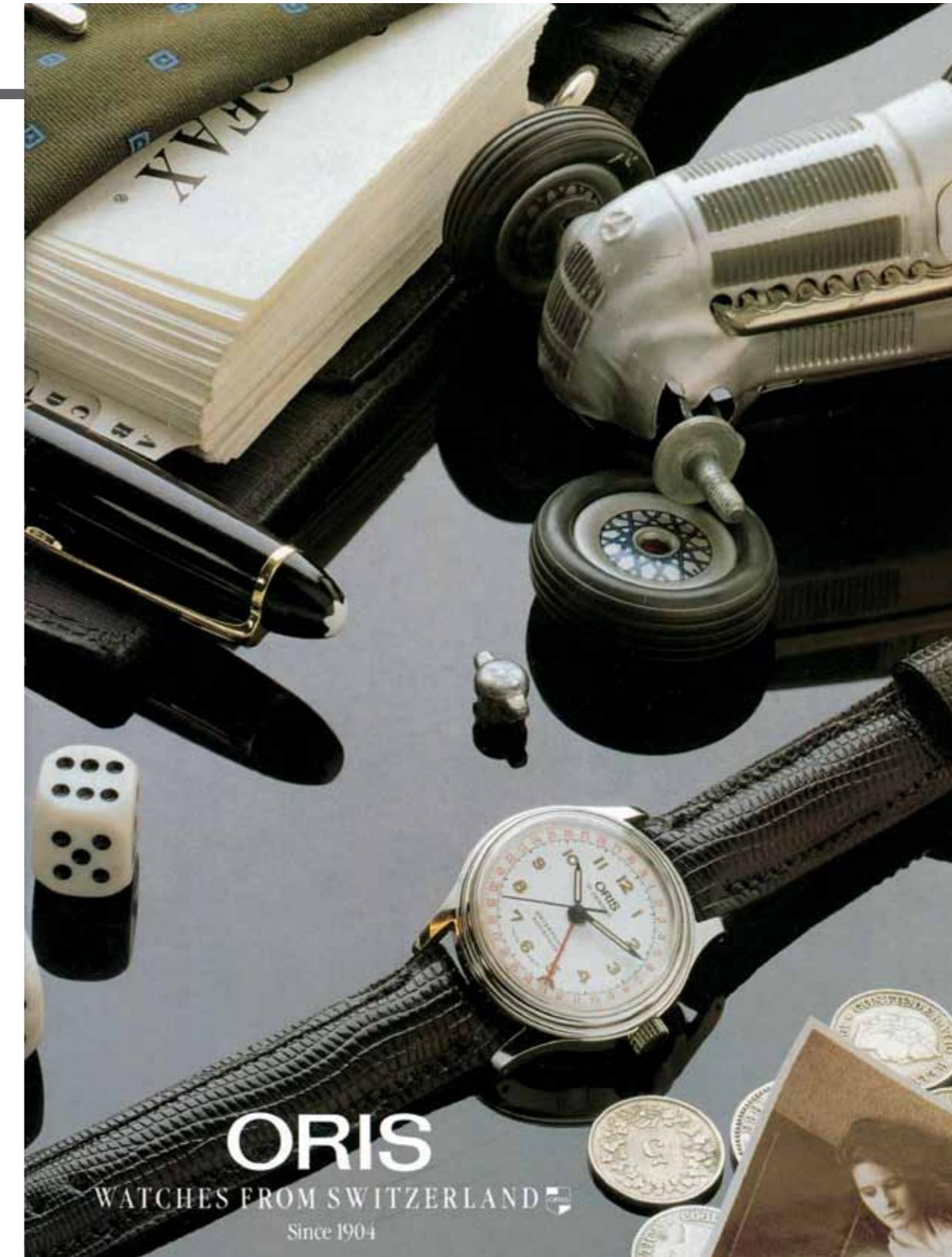
In 1970, Oris had been sold to the General Watch Company (which would become Swatch Group), where it struggled. The business shrank until it was running on a skeleton staff by the early 1980s. It was dying, but two remaining employees saw an opportunity.

Dr Rolf Portmann and Head of Marketing, Ulrich W. Herzog, bought the company out in 1982, becoming chairman and CEO respectively. They took a typically Oris approach to handling the new company's direction, drawing on its rich heritage and refocusing on producing mechanical watches. By the mid-1990s, Oris had completely moved away from quartz watches, sparking the revival of the Swiss watch industry that would boom in the years to come.



ABOVE: A RINGING ENDORSEMENT
Following the 1982 buyout, Oris returned to mechanical watches. In 1988, it launched the Alarm Wristwatch

LEFT: MEN ON A MECHANICAL MISSION
Soon after the buyout, new owners Ulrich W. Herzog (left) and Dr Rolf Portmann decided to focus solely on mechanical watches. It was a brave decision at the time as most manufacturers believed that the future lay in quartz



LEFT: A NEW ERA
In 1984, Oris relaunched the Pointer Calendar, which became its signature design. This advert from 1988 positioned the brand as a producer of quality mechanical watches



1977
Apple II is assembled in Silicon Valley and becomes the world's first mass-produced home computer

1979
The Sony Walkman is launched

1980
Tim Berners-Lee invents ENQUIRE, a software program that was the precursor to the World Wide Web



1976

1977

1978

1979

1980

1981

1982

1983

1984

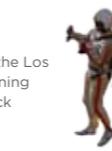
1985

1986

1987

1988

1989



1984
Bill Scooter flies into the Los Angeles Olympic opening ceremony on a jet pack

1987
Richard Branson and Per Lindstrand complete the first transatlantic hot-air balloon crossing



1990 - 2013

UP FROM THE DEEP

Since the buyout, Oris has grown to become one of Switzerland's most successful independent watch brands, with a global reputation for quality and innovation

Now independent, and with the trials of the Quartz Crisis behind it, Oris began to rebuild. In the 1980s, Ulrich W. Herzog travelled to Japan where he witnessed the growing trend for mechanical watches. Believing the Japanese to be trendsetters, he decided to abandon quartz and focus on mechanicals. By the mid-1990s, Oris had made its last quartz watch. Mechanical innovations followed, inspired by the brand's new slogan 'High Mech'. In 1997, the Oris Worldtimer became the world's first watch with a second time zone that could be adjusted forwards or backwards in one-hour jumps with the push of a button.

In 1996, Oris sponsored the London Jazz Festival, starting an association with jazz that

saw the release of limited-edition pieces in honour of the genre's legends, including Miles Davis, Charlie Parker and Louis Armstrong.

The Oris collection was revamped, and by the late 2000s, it was ripe with beautiful, functional watches such as the ProDiver and the BC4, which won a Red Dot Award for product design in 2009. These carried innovations such as the Oris Quick Lock Crown system, and brought partnerships to life with leaders in their field, such as the Williams F1 Team.

In 110 years, Oris has survived two world wars and the Quartz Crisis, emerging as one of Switzerland's most celebrated independent Swiss watch brands.



TOP: DIVE TIME

In 2006, Oris became the official watch partner of freediver Carlos Coste. The same year, he set the world record in the freediving variable weight category, descending to 140m.

ABOVE: A NEW ICON

In 2002, Oris trademarked its new symbol, the Red Rotor, which is visible through the case back of most of the watches in the collection.

2000

1990

1990
Encyclopaedia Britannica sells 120,000 sets, more than in any other year. In 2010, the last ever copy will be printed



1994
Ward Cunningham invents the first 'wiki', a web page that can be edited via a browser

1997
The Guggenheim Museum Bilbao, designed by Frank Gehry, opens

2000

1990

1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001

LEADING FROM THE FRONT

The Oris watches still making headlines



2011: BIG CROWN X1 CALCULATOR

Oris's love of the skies led to this complicated pilot's tool watch. The XI has a chronograph, day-date indicators and a slide rule bezel for making flight calculations. It's also water-resistant to 30 metres, highly unusual in a watch with this intricate bezel construction.



2012: ARTIX GT CHRONOGRAPH

Sports chronographs are two a penny – but the Artix GT is different. It features a unique Oris-developed retrograde small seconds counter, designed to look like the rev counter on a modern race car. The watch's bezel has a ceramic insert and a grippy rubber outside edge.



2013: AQUIS DEPTH GAUGE

Oris's mission to deliver functional watches that don't compromise on aesthetic or price inspired the Aquis Depth Gauge. It can relay depths down to 100 metres, and has a ceramic bezel insert and Oris's quick-adjust safety clasp, yet costs far less than other mechanical watches with this specification.



FOUR WORLDS, ONE BRAND

Oris's collection is inspired by four worlds: Culture, Aviation, Diving and Motor Sport.

CULTURE

Whether through jazz or the work of Chinese artist Liu Bolin, known as the Invisible Man (left), Oris has a strong relationship with arts and culture.

AVIATION

Oris's first pilot's watch was the 1938 Big Crown Pointer Calendar, a watch which is still in production today.

DIVING

The underwater world is where Oris's form follows function approach to watchmaking comes into its own. Its diver's watches are made in partnership with professional divers to ensure they perform under pressure.

MOTOR SPORT

Oris and motor sport first came together in 1970 with the Chronoris. Today, Oris is one of the Williams F1 Team's long-standing partners.



2010

2010
The Burj Khalifa opens in Dubai after a six-year, \$1.5 billion build. At 828m, it's the world's tallest building

Archive Getty Images

2002

2002
On January 1, the Euro enters circulation. Until then, Greece's drachma was the oldest currency in Europe



2005

2005
YouTube is launched by three former PayPal employees. The first YouTube video shows co-founder Jawed Karim at the San Diego Zoo

2008

2009

2010

2011

2012

2013



ONE BARREL, 10 DAYS

The Calibre 110 uses a single-barrel concept (see image, right). Power is stored in a mainspring that measures 1.8 metres stretched out. The watch has been engineered so the power is released evenly over the 10-day period

CASE STUDY

The Oris 110 Years Limited Edition comes in a choice of two case materials. There will be a limited run of 110 pieces in both solid 18-carat rose gold, and stainless steel. The 43mm, multi-piece construction case is water-resistant to 30 metres

NON-LINEAR POWER RESERVE INDICATOR

The display at 3 o'clock on the dial indicates the amount of power remaining in the barrel from 10 days down to zero. At the top of the scale, the notches representing the days are close together, and further apart at the bottom. As the power is released, the hand moves clockwise around

the scale, slowly at first, and then more quickly as the notches become more spread out. This gives the wearer a far clearer indication of how much power is left in the watch as the moment to wind it approaches. Oris has patented this development



ORIS CALIBRE 110

The first movement fully developed by Oris in 35 years. Hand-wound, 3Hz, 21,600vph, single barrel, 10-day power reserve, non-linear power reserve indicator, 177 parts, including 40 jewels, bridge edges polished and bevelled by hand, 34mm diameter

2014 - ORIS 110 YEARS

POWER TO THE PEOPLE

Oris has always been a horological innovator. To mark its 110th anniversary, it has launched a high-performance in-house calibre inside a new watch – the Oris 110 Years Limited Edition

In the past, it was commonplace for watch brands to make their own movements. Prior to 1981, Oris made 279 in-house calibres. But the Quartz Crisis changed the industry. Today, most brands rely on third-party suppliers for their movements. But a select few have the capacity, the know-how and the ambition to create their own.

Calibre 110 puts Oris among that group. This astonishing movement has been in development for six years and is the product of thousands of hours of work.

It's not like other so-called 'in-house' movements. It's made in the Oris style. It has a unique combination of complications, namely a 10-day power reserve and a non-linear power reserve indicator. The bridges have hand-polished and bevelled edges, but the surfaces are untouched, giving it an industrial look, which is both in line with the brand's 'real' ethos and keeps the cost down. It is, if you like, a fine watchmaking movement with an industrial finish, and it sits inside a stunning new watch, the Oris 110 Years Limited Edition.

SMALL SECONDS

The seconds hand of a mechanical watch sweeps, rather than ticks. A 'small seconds' puts the seconds hand in a sub-dial, positioned here at 9 o'clock

IN DETAIL

The Oris 110 Years Limited Edition is equipped with a sapphire crystal glass covering the dial, an opaline silver-coloured dial with applied indices and numerals, a sapphire crystal case back, a Louisiana croco leather strap (in brown with the 18-carat rose gold case; in black with stainless steel), and is delivered in a luxurious wooden box with a metal insignia

ORIS
Swiss Made Watches
Since  1904

ORIS 110 YEARS LIMITED EDITION
10-DAY POWER RESERVE WITH A
NON-LINEAR POWER RESERVE INDICATOR

real watches **for** real people



WWW.ORIS.CH