

...the sun is the temporal
reference point and the Shadow
projected, the differentiating
nature, the reflection of the
nature of each individual...



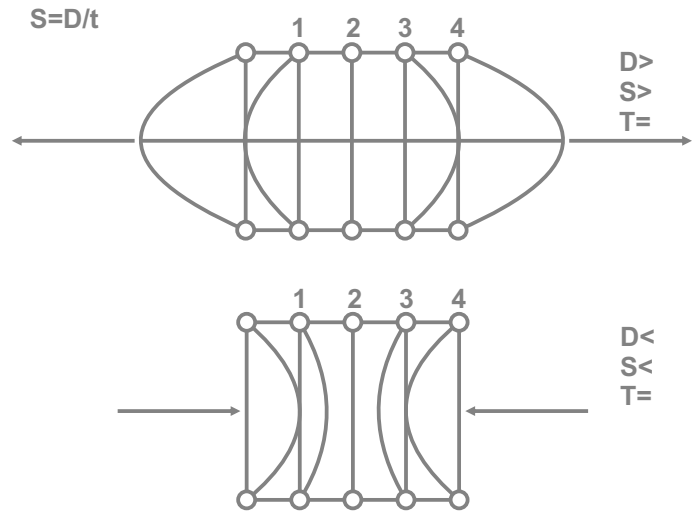
TIMEX 2003

TIME PERCEPTION CONCEPT

TIME PERCEPTION

Personal time overlapping society's time. Over and above the standard division of society's time, the individuality of human beings sets down the rules. The divisions of time are the grid upon which the limits of our different personal activities are built each day, the way we want; stretchable, shrinkable, to suit Our wishes, our activities, our challenges.

Time with no restrictions. Leaving batteries aside and taking advantage of a permanent proximity to electronic devices, watches go by themselves, stealing the energy they need. Activity in a globalized world, today from here, tomorrow from any other place, demands that time be automatically updated, the perfect synchronisation of society's time



| | | |
|---|---|--|
| <p>English</p> <p>TIMEX</p> | <p>Controls</p> <ol style="list-style-type: none"> 1_Fastener. 2_(minutes, seconds) viewer. 3_Buttons. 4_Half of hour line. 5_Hour strip. | <p>Reading time</p> <p>Activities on time line move towards the viewer, where minuts and seconds are shown when pressing the left side.</p> <p>When pressing, lines and number appear and the exact "social" time is shown.</p> |
| <p>Warning</p> <p>THE COMPANY IS NOT RESPONSIBLE OF USERS WASTING TIME.</p> | <p>To set the time</p> <ol style="list-style-type: none"> 1_Social: Automatic satellite actualization. 2_Personal: press boutot side of stripe. <p>Idle:</p> <p>First:</p> <p>Blinking area to select colors. Press over the screen to change and select colors. Each color represent one of you activities.</p> <p>Second:</p> <p>Blinking stripe to expand hour strip. Use your fingers over the screen.</p> <p>Third:</p> <p>To lock once it's personalized Ready to follow your own time</p> | <p>Specifications</p> <p>Mobile Wise Technology. Wire free energy. Detects the presence of any nerby device and takes energy to keep moving</p> |
| <p>Fitting</p> <p>Quick fastener. Built_in fastener for a comfortable feeling and for letting time moving all around your wrist.</p> <p>Made right at your size.</p> | <p>Credits: Beatriz Alvarez - Luca Lunghini - Luz Romero - Olan Puentes</p> | |