

INTERNET

Omega fights against magnetic fields with Master Co-Axial debut

October 22, 2014



Omega's Master Co-Axial timeline

By JEN KING

Switzerland's Omega has introduced the Master Co-Axial, an innovative and advanced mechanical movement 166 years in the making.

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Omega proudly announced its innovation in watchmaking through a newsletter sent via email to its subscribers. The brand also posted daily social updates to spread awareness for its achievements leading up to the Master Co-Axial's creation.

"All of this information helps to build a brand story around the Master Co-Axial watch," said Duncan Hall, strategy analyst at [Siegel+Gale](#), London.

"This is done in an interesting way—through stories of other iconic Omega watches or milestones – the story of the Master Co-Axial is built through the stories from Omega's 166 year history in addition to personal stories posted by people," he said. "This not only generates awareness about this specific timepiece, but it also generates awareness about the Omega brand and its legacy and role within our lives."

Mr. Hall is not affiliated with Omega, but agreed to comment as an industry expert.

[Omega](#) was unable to respond directly before press deadline.

Masters

Omega began posting content related to the brand's innovative practices on Facebook and Twitter Oct. 15. The first post focuses on the Omega movement's creation in 1894, which the watchmaker is named after.

To connect the past with the present, and to tout its relevancy, Omega included a line on its Facebook post which reads, "see how far we've come since then" and provides a link, also provided in subsequent posts, to the Master Co-Axial page on its Web site.



1894 - A truly historic moment in time: the birth of the OMEGA movement. Nearly ten years later, it gave its name to the company. See how far we've come since then: omegawatches.com/master-co-axial. #mastercoaxial



Omega's emponymous movement post on Facebook

Other posts look back at Omegas heritage as well. Posts include milestones for the brand such as becoming the official timekeeper of the Olympics in 1932 and in 1969 when its Speedmaster timepiece became the first watch worn on the moon.

Additional posts touch upon Omega's relationship with the James Bond films beginning in 1995 and in 1999 when the watchmaker created of the first practical new watch escapement in nearly 250 years. These posts lead up to the final point: the creation of the Master Co-Axial chronometer.

OMEGA Watches @omegawatches · Oct 18

1995 - OMEGA and James bond begin a relationship that now spans nearly two decades. #mastercoaxial



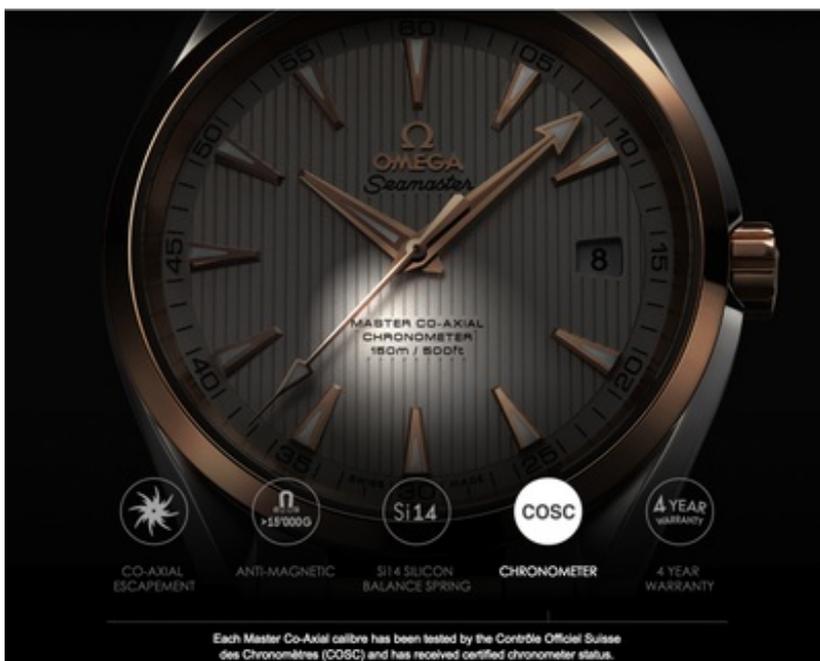
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Omega's James Bond tweet

A click-through on the link lands on Omega's Web site where a page devoted to the Master Co-Axial loads. In the opening content the consumer learns that the Master Co-Axial developed by Omega is the first industrialized anti-magnetic movement continuing the brand's dedication to watchmaking advancements and is included in many of its timepiece but impossible to see with the naked eye.

The following section goes into more detail with five icons that can be clicked to unveil additional information about the Master Co-Axial chronometer. These points include the Co-Axial escapement, resistance of magnetic fields up to 15,000 gauss, the Si14 silicon balance spring, the chronometer certification by the Contrôle Officiel Suisse des Chronomètres and the timepiece's 4-year warranty.



Additional details of the Master Co-Axial

Next, the consumer can review a brief timeline beginning in 1999 with Omega's first new watch escapement, the Co-Axial escapement launched in the calibre 2500 and followed

by 2007's Co-Axial calibre 8500, the following year's incorporation of the anti-magnetic silicon balance spring and 2013's introduction of the calibre 8508, the first truly anti-magnetic mechanical movement.

2014 marks the creation of Omega's Master Co-Axial calibre 8500 which is then shown below. By hovering over the mechanism, the consumer can see the finer details through a magnified cursor.



Magnified view of Omega's Master Co-Axial 8500 calibre

This section is followed by a two-minute video that begins by explaining the challenges faced by Omega watches such as climate extremes, the ocean's depth and space. A new challenge faced by Omega's watches is the magnetic fields generated by common objects that are part of everyday life which can harm the watch and make it stop working properly.

The video continues into the specific of the Master Co-Axials creation and design to fight against these invisible magnetic waves. The Master Co-Axial calibres can be found in women's and men's watches.

Embedded Video: [//www.youtube.com/embed/f_nipG0Ptfc](https://www.youtube.com/embed/f_nipG0Ptfc)

Omega's anti-magnetic Master Co-Axial calibres

"The video content explores the challenges Omega has had to find solutions to through its various innovations," Mr. Hall said. "The final challenge is built up to seem like a massive challenge and Omega positions itself as an industry leader and innovator by revealing its solution to this large problem of anti-magnetic technology."

Omega's final section gives an example of a watch fitted with a Master Co-Axial calibre.

For this, Omega selected its Seamaster 300 Master Co-Axial 41mm men's timepiece.

Innovation race

Watchmakers are in constant competition with one another to tout innovations. Digital platforms have allowed these innovations to become common knowledge amid general consumers whereas only dedicated horologists knew the depths of these advancements in the past.

For example, Richemont-owned Piaget shared its secrets of watchmaking with enthusiasts through a mobile application that explores the ultra-thin complications developed by the brand for its Minute Repeater wristwatch.

Available for download for Apple devices, the "Master in Ultra-Thin Major Complications" features educational content and interactive touchpoints to educate Piaget enthusiasts ([see story](#)).

Social media has especially expedited this information.

Each year at Switzerland's Baselworld Watch and Jewelry Show jewelers, watchmakers and fashion houses gather to showcase their latest creations to capture consumer attention by reaching new levels of innovation.

From Graff Diamonds to Giorgio Armani, all exhibitors at this year's Baselworld, March 27 through April 3, aimed to wow consumers by going above and beyond expectations to show dedication to horology and craftsmanship. Social media played a pivotal role this year as brands pulled back the curtain on some of the happenings ([see story](#)).

Adding interactive touchpoints beyond the magnified calibre and detail points, may have better conveyed Omega's nod toward innovation.

"The Master Co-Axial Web page has very limited interaction for consumers, especially compared to other parts of the larger website and other digital campaigns Omega has done (E.g. The interactive site for the Sochi Olympics) ([see story](#))," Mr. Hall said.

"Considering the site discusses how Omega has challenged the industry and evolved this particular timepiece, I think Omega could do more to engage the consumer by telling or showing them how, for example, Omega has challenged the industry and tell the Master Co-Axial story in a coherent, creative, and engaging way," he said.

Final Take

Jen King, lead reporter on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/mf5MEYXqVFY](https://www.youtube.com/embed/mf5MEYXqVFY)