

JEWELRY

Omega extends Olympic timekeeping partnership to reach 100th anniversary

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Omega's partnership has remained consistent, while the technology it uses has evolved

By STAFF REPORTS

Swiss watchmaker Omega has announced that it is continuing its partnership with the International Olympic Committee to remain the official timekeeper of the Olympic games through 2032.

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The 2032 Olympic games will mark the 100th anniversary of Omega partnering with the Olympics. In that time, Omega has introduced a number of high-tech timekeeping innovations to the Olympics, which it will continue to do for at least another 15 years.

Olympic timekeeping

In 1932, Omega became the official timekeeping partner of the Olympics. Since then, every Olympic event has been monitored through Omega stopwatches.

As technology advanced, Omega began also supplying other official monitoring equipment such as the touch-sensitive diving boards that can tell if a swimmer has left the starting point before the signal.

The brand's most impressive contribution however is that Scan'O'Vision Myria camera for photofinishes that can capture 10,000 digital images per second, to determine close races.

Now, Omega is continuing its historic partnership with the Olympics for another 15 years to reach the centennial anniversary of partnering with the IOC.



Omega has worked with the Olympics since 1932

The partnership will see Omega continuing to provide assistance in all of the timekeeping, scoring and results aspects of the Olympic games as well as developing new technologies as needed to keep the games running efficiently.

Omega has already begun planning for next year's Olympics in South Korea, with a 365 day countdown in Seoul.

In addition to the VIP event, Omega debuted its Pyeongchang 2018 collection of watches. Omega designs commemorative watches for each Olympics, a practice that allows participating athletes, sports enthusiasts and locals to purchase a keepsake from the Games ([see story](#)).

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