

JEWELRY

Omega goes for gold as official timekeeper of Olympic Games

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Celebrating its role in Paris 2024, Omega is out with a limited-edition golden Seamaster Diver 300M timepiece. Image credit: Omega

By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Omega is renewing a historic role.

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For the 31st time, the horological label is stepping up to the plate as the Official Timekeeper of the Olympic Games. To celebrate its involvement in Paris 2024, Omega is out with a limited-edition golden Seamaster Diver 300M watch.

"With the Olympic Games, we always feel the energy and excitement when there's one year to go," said Raynald Aeschlimann, president and CEO of **Omega**, in a statement.

"The athletes start dreaming and, of course, our timekeepers start to finalize their preparations," Mr. Aeschlimann said. "I'm certain that Paris 2024 will be an event to remember."

Clocking out

Omega has a storied past with the Olympics, having sponsored the global sporting event for nearly a century.

In 1932, the brand became the first-ever watchmaker to be tasked with timekeeping exclusively.

Since this engagement, the Swiss label has repeatedly offered up its timing, scoring, equipment and in-venue results services. Paris

Over the years, Omega has helped create inventions of importance for judging Olympic outcomes.

The recent Scan'O'Vision MYRIA photo finish camera, for instance, can record 10,000 images per second, capture speeds. The apparatus, which houses a motion sensor and positioning system, is placed at the racing finish lines across live events.



CEO Raynald Aeschlimann was joined by Olympic Games leaders for the ribbon-cutting of Omega's Countdown Clock, located on the grounds of the upcoming Opening Ceremony. Image credit: Omega

This device will be used in Paris for the competition's 329 events, inclusive of 32 total sports, as the watchmaker continues its tradition of sponsorship into 2024.

With a year to go before the Olympics begin, Omega has unveiled and started a Countdown Clock at Port de la Bourdonnais, along the city's Seine River.

A launch event was attended by Mr. Aeschlimann, who was joined by Thomas Bach, president of the International Olympic Committee, and Tony Estanguet, president of Paris 2024.

"Accurate and reliable timekeeping is vital for the Olympic Games," said Mr. Bach, in a statement.

"For over 90 years, Omega has ensured the accurate recording of the athletes' results so they can be written into Olympic history," he said. "We are delighted to celebrate the unveiling of the Paris 2024 one-year countdown clock together with our valued Worldwide Olympic Partner, Omega."

The countdown is set to begin. [#OMEGA#OMEGAOfficialTimeKeeper#Paris2024](https://pic.twitter.com/29ghkBVR21)
pic.twitter.com/29ghkBVR21

OMEGA (@omegawatches) July 25, 2023

Additionally, Omega is releasing a new watch in honor of the Olympics. The chronograph's typography and detailing matches France's new clock.

The Seamaster Diver 300M "Paris 2024" Special Edition timepiece features laser-structured diving scales and a 42-millimeter case in stainless steel, mounted with an 18-carat Moonshine Gold bezel ring. A lone "Super-LumiNova" dot sits at 12 o'clock for enhanced visibility.

Passing eight Swiss Federal Institute of Metrology tests, the caseback's Co-Axial Master Chronometer Calibre 8800 ensures magnetic resistance and precision.

For the first time ever, a slew of NATO Straps created specifically for the games are introduced, available in French flag-coordinated stripes, offering an additional five colors inspired by the famous Olympic Rings.

Omega is out with a new tribute to the Olympic Games Paris 2024

In an added nudge to its longstanding duties ([see story](#)), the customizable watch comes in a keepsake presentation box, detailed with references to Paris 2024.

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