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**SWISS  
MILITARY**  
BY CHRONO

OFFICIAL LICENSED PRODUCT OF  
THE SWISS CONFEDERATION

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## News Release:

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### **SWISS MILITARY by Chrono to hit the market with «Swiss Made» solar powered watches**

After over a year of development and testing, SWISS MILITARY by Chrono is to launch a collection of watches that are operated by «Swiss made» solar powered movements.

Owners Stephan and Markus Ingold explain:

“Every year, the watch market is growing more competitive and we find that keeping up with new technologies is very important even if a brand is placed in a low/mid-price segment. When looking at the most recent technologies that came to the watch market, we realized that the upcoming solar power technology was not only capturing our interest but that it would also add great value to our Swiss Military by Chrono brand. However, this innovation was not commercially available for independent «Swiss made» watch producers. Therefore, we set out to establish a collaboration with a partner in the Swiss movement production. Today, we are happy to report that successful co-operation in this field has resulted in bringing the solar power technology to our Swiss Military Collection. This is now showcased in our new collection of solar powered watches featuring both a line of sporty chronographs and a line of attractive three-hand watches.”

Solar power technology is a clean and ecological source of power and makes the well-known battery replacements redundant. It uses natural or artificial light as its operating power. The translucent dial of the watch channels the light to the underlying solar cell which collects and converts it into electricity. This activates the motor of the movement and guarantees the reliable working of the watch. The excess energy which is being produced through the continuous exposure of the watch to light charges the integrated battery. Once the battery has been completely charged it runs in the dark for several months.

## **SWISS MILITARY by Chrono**

### **Official Licensed Product of the Swiss Confederation**

Throughout the world, SWISS MILITARY watches manufactured by Chrono AG are well known for their outstanding design and quality. The timepieces of sportive look and adventurous spirit suit those who lead an active lifestyle, be this in business or during leisure time. The brand and its timepieces are symbols of the intrinsic and highly esteemed Swiss values of precision and quality. As officially licensed product, Swiss Military by Chrono joins forces with the Swiss Confederation in establishing the image of the Swiss Military brand in a global context – reliability, precision, quality and innovation being its trademarks. Swiss Military by Chrono watches bear the seal of quality «Swiss Made» and offer a 5-year warranty.