



## **Luminox Press Release**

### **On the Job - Luminox Real World Use**

For more information contact: [www.luminox.com](http://www.luminox.com)  
International: [info@luminox.com](mailto:info@luminox.com), Martin Grossenbacher, +41 43 34 44 836  
USA: [RNAas@Verizon.net](mailto:RNAas@Verizon.net), Roberta Naas, 973-895-9147

For most people, being on time is important, but not critical. For the world's elite military and law enforcement units, however, being on time can be the difference between success or failure, between life or death.

Ever since Luminox watches were requested by and supplied to the Navy SEALs, Luminox has been put to the test by elite units around the world.

#### **How the Navy SEAL Watch was Born**

The Luminox Navy SEAL watch is the timepiece that made Luminox famous. Chief John Engraff of the Navy SEALs had wanted to get our illumination technology into a watch for the SEAL teams to use for night missions. He suggested that Chief Nick North seek out watches for their use for night missions. Nick found us at a trade show, where he asked us to develop a watch for their use.

"Luminox had exactly the watch we were looking for -- we only added a few small things," Nick North, Sr. Public Safety Engineer and Operations Specialist, remembered. "We arranged to test some and they worked great. The East Coast team started issuing them and the West Coast teams came on board."

After Luminox provided the watches to the SEALs, more elite units contacted them directly, while at the same time Luminox began marketing to elite units across the country and the world. As a result of pilots of Lockheed Martin jets requesting special edition Luminox watches, Luminox currently is the exclusive timepiece partner of Lockheed Martin.

Unlike just about every other watch out there on the market, Luminox watches are put to the test every single day. Here are just some examples of the real world use of Luminox watches:

## **Navy SEALs**

The Navy SEALs are issued Luminox watches, designed to be used on missions when timing is extra critical. "I have always liked Luminox watches," North said. "You can dive with them, you can read them at night, they are rugged and they are good looking watches that flat-out perform.

"Time is critical to the SEALs," he added. "Missions start at a given time. If you are timing explosives, you don't want it going off when you are still sitting there. For pick ups, if you are not back at the pick up site on time, you might have to do escape and evasion to get home. One of the things we do at every briefing before a mission is synchronize our watches. We set our watches on the leader's mark. The critical point is to have a watch that is accurate and can be read at night."

The SEALs especially need the luminescence for which Luminox is famous. "SEAL teams are often on mission for a number of days, often with no chance to charge Super Luminova, so it's important to have the Luminox Light Technology," North detailed. "We did all sorts of tests, freezing them, heating them, putting pressure on them, the Luminox always stood up to the tests."

## **Alcohol, Tobacco and Firearms:**

Agents for the Bureau of Alcohol, Tobacco and Firearms have been using Luminox watches for many years. "I was a street agent near DC and I saw a couple of guys wearing Luminox watches – I really liked the look and ended up buying a couple of them," said an ATF Special Response Team agent. "A few years back, we were training with the Las Vegas SWAT team and they were wearing Luminox watches with their team logo on the dial. That's when we decided to do the same thing and 500 watches later, we're still going strong.

"The Luminox watch is a sharp watch," he continued. "The guys like the appearance and tactical black is big for us. The guys love the illuminated dial, because when we are on night ops, we have to know the time and we can't risk pushing a button to light up the watch. It's very important to know the time on an operation -- if the op is jumping off at 21:30, everyone has to be synchronized, be able to check their watch and go at the same time. Having the Luminox illumination system can't be beat, it's great for us. The watch has been formidable and strong and we have never had any issues with them at all."

## **Sheriff's Departments:**

Front line law enforcement officers use Luminox watches as part of their regular gear: the timepieces as important as any other piece of equipment.

"More and more I am seeing Luminox watches being used by the deputies," said Steven Chandler, Sgt., Orange County Sheriff's Department, (Orlando, Florida). "It's more for ease of operation; you don't have to push buttons to tell time at night, you don't have to hold your wrist at a special angle, because the Luminox Light Technology glows all the time. It's more convenient when it comes to the operation. Night or day, you look at it and it's there.

"I have to manage calls for service, from the time that a victim calls in to the time an officer gets to the premises," he continued. "I use the watch a dozen times a day to make sure everything is on time. We have special details that we work. The watch is tactical; you don't get reflections off of it. It's tough, we are in and out of the car, banging them into stuff, into buildings -- they are rugged and they last a long time."

### **Airborne Search and Rescue**

Many helicopter pilots use Luminox watches while on duty. In Germany, Air Rescue Station Christoph 2 handles civil defense and air rescue missions, primarily trauma cases that have to be air lifted to the nearest hospital. The pilots, law enforcement officers and doctors who work on the Christoph 2 helicopter depend on Luminox daily.

"Luminox is a well-known watch in our line of work," said Dr. Thomas C. Auhuber, director, Air Rescue Station Christoph 2. "The watches are especially robust and good for field work. The display is very clear in the dark. The requirements are very high in our air rescue missions and Luminox meets them.

"The watches provide technical reliability with a cool design," Auhuber continued. "If the watch is bloodied, it could be disinfected easily. We work in the dark all the time, so an easily readable watch is very important. All the Christoph 2 crew members wear the watch. It is good for the documentation of the time during the missions and it is a reminder that trauma-management is time-management."

Luminox watches are put to the test every single day – on the world's most difficult jobs. Luminox is proud to serve these real world heroes, who put their lives on the line for society.

Luminox delivers, when and where it counts.

### **Essential Gear.**

**Invented in the United States, Made in Switzerland, Always Visible.**

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