

No more complications!

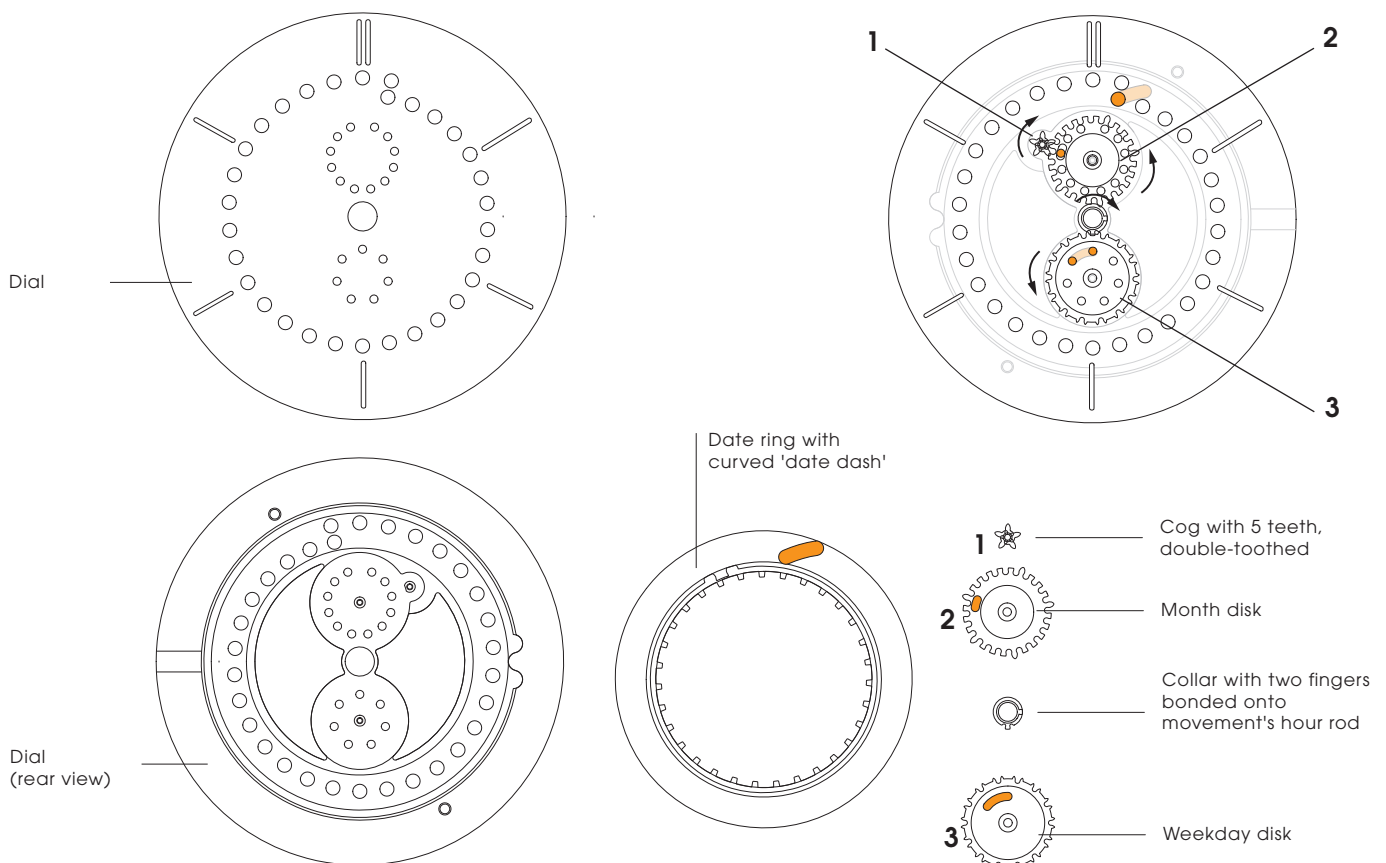
- Ludwig Oechslin simplifies the annual calendar



Pared down to the essentials, Ludwig Oechslin's latest calendar indication adds no unnecessary complexity. Three components instead of the usual 40 - an achievement that took Oechslin three years to accomplish. Featuring a highly innovative date indication, his ingeniously simple annual calendar is being launched in the autumn by Lucerne watch brand ochs und junior - and the watch can be personalized via the internet.

From 40 to 3 in three years

Ludwig Oechslin has spent three years fine-tuning his wristwatch calendar function and paring it down to its bare essentials. Based on just three moving parts (see graphic below) plus the functional dial, he has succeeded in creating an annual calendar function that would otherwise require anything up to 40 components. Oechslin's anno is an elegant, easy-to-read solution that presents information in the right order: first the time, then the date, followed by the weekday and month as ancillary indications.



The 31 date perforations, arranged as a gentle spiral, are ingeniously aligned with the indices for easy readability. The date is recognized purely by position. Increasing subtly in length as the spiral progresses, the 10-minute indices mark the 5th, 10th, 15th, 20th, 25th and 30th of the month. The 31st and 1st are in line with each other.

The date perforations are each exactly two minutes apart on the dial for added readability of the exact minute and second.

The month indication consists of a dot moving anticlockwise around a circle of twelve perforations. The weekday indication consists of another dot moving anticlockwise around a circle of seven perforations. Between 6 in the morning and 6 in the evening, the indication consists of a single dot. Between 6 in the evening and 6 in the morning, the indication consists of two dots, i.e. the next day is shown as approaching as the current day is drawing to a close. This day/night display helps the user set the calendar correctly.

The user can decide which day of the week should be represented by the uppermost perforation.

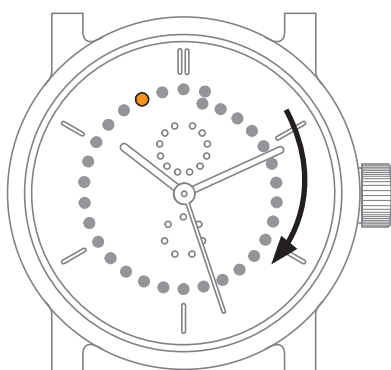
Retail price of the ochs und junior anno

Titanium CHF 8000 (incl. 8% VAT)

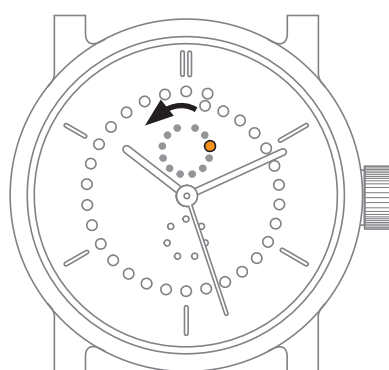
Silver CHF 10,000 (incl. 8% VAT)

Visit the ochs und junior website for details of this watch:

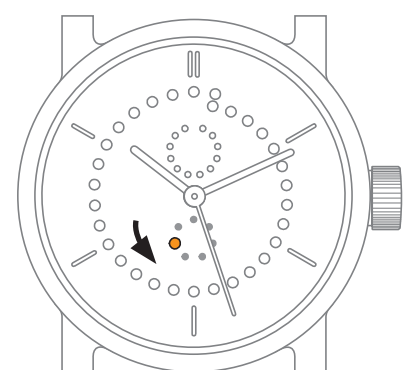
[anno](#)



date spiral
31 date dots
day 28



months display
12 date dots
october



weekday display
7 date dots
tuesday

Online visualization and personalization

The ochs und junior online design tool uniquely offers customers the chance to visualize and personalize their watch.

The all-new website allows users to experiment with and specify the special function of the watch, the

case size and various colors – for the dial, hands/indices, date dots and strap.

Customers can choose any color from existing standardized color charts.

[Design Tool](#)



Build to order – with our online design tool (screenshot from the website)

Four innovations – in a vast range of colors



selene



anno



mese



due ore

Alongside the anno annual calendar watch, Ludwig Oechslin has developed three other innovations: the selene is his moon phase watch with an incontestable mathematical accuracy of one day in 3478.27 years. The due ore is his fabulously simple dual time zone watch. The mese is his watch featuring a date function.

For each of the models, the customer can choose the color of the dial, the hands and indices, the date dots and the strap. The cases are available in 42 or 39 mm and in titanium or silver.

The custom-built watch takes between 10 and 12 weeks to produce.

ochs und junior also offer a selection of ready-made watches in various color combinations; these can be ordered online or by visiting the oxloff centre of operations in Lucerne. These watches are available off-the-shelf.

[Watches in stock](#)

Distinctive design – no logo

All watches come with a trademark on the dial. All, that is, apart from ochs und junior. The distinctive design follows the function and is rigorously free of any visible logo. That said, one does exist – it's literally branded with a hot iron on the underside of the eco-tanned strap. That's proper branding! The two-part case and the clasp are left unpollis-

hed to show the accuracy of the workmanship. Like exposed concrete in architecture, ochs und junior likes to show what it's made of. All ochs und junior-specific components – that's almost everything apart from the movements – are custom made by master metalworker Peter Cantieni in Hinwil, Switzerland. He crafts high-tech titanium components for the Swiss Sauber Formula One team and prides himself on his ultra high quality output.

Oxloff and online

ochs und junior is pursuing a new sales channel for its innovative products.

It retails its watches direct to the consumer instead of taking the conventional route via the watch trade with its high middle-man margins.

Company co-founder Beat Weinmann heads the lean ochs und junior structure and represents the interface between the customer, Ludwig Oechslin and the production partners.

Number 49 in lively Zürichstrasse is the location of the oxloff, the ochs und junior centre of operations and its sole physical retail outlet. The welcoming atmosphere of the spacious, bright venue helps personalize the purchasing experience – as does the espresso served from a vintage 1966 Gaggia and the cheese sourced from a specialist in the nearby market.

Sales over the internet are just as personal as paying a visit to the oxloff in Lucerne. Beat Weinmann discusses the proposed color combination with the

customer, either online or over the phone, to make sure that what is being ordered is exactly what the customer wants.

Ulysse Nardin

Watchmaker Ulysse Nardin became a strategic partner in ochs und junior in the spring of 2012. The two companies are working on joint projects.

Ludwig Oechslin

Ludwig Oechslin is the Swiss watch industry's lateral thinker. As a doctor in theoretical physics, a qualified astronomer and mathematician and an expert in classical and ancient studies, he utilizes his extensive training and experience to produce innovative wristwatches, adopting an approach that is at variance with the general thrust of Switzerland's watchmaking industry: simplification. While others think that a watch has to be complicated and contain as many parts and functions as possible to be considered high quality, Oechslin, by contrast, has other interests and priorities.

Most of the manufacturing work that goes on at ochs und junior occurs in Ludwig Oechslin's head. His thought processes lead him to develop the simplest combination of parts for superior reliability and fewer interfaces.

Complications in mechanical wristwatches such as calendars conventionally incorporate levers and springs. Oechslin's studies of astronomical devices, and his restoration and documentation of the Farnese astronomical clock in the Vatican between 1978 and 1982, taught him that gears are a better solution for a wristwatch. He now bases his designs on that insight. His novel combinations of cogwheels and epicyclic (planetary) gearing are so straightforward that they can be manufactured by any competent engineering workshop, and offer excellent operational reliability. Ludwig Oechslin is responsible for all of ochs und junior's technical innovations and functional designs.

Beat Weinmann

Beat Weinmann is, together with Ludwig Oechslin, a co-founder of ochs und junior. Born and bred in Lucerne, he worked for luxury goods retailer Embassy for 16 years and was involved with Ludwig Oechslin in launching the MIH watch.

Since spring 2012 he is the Managing Director of ochs und junior. He heads the production activities, develops the concept and is responsible for communications and sales.

Contact:



ochs und junior AG
Zürichstrasse 49
6004 Lucerne

Media work: Beat Weinmann

Telephone: +41 (0)41 266 02 12
Mobile: +41 (0)79 232 63 15
Email: bw@ochsundjunior.ch
Skype: beatweinmann

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