



ARNOLD & SON

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**Arnold & Son invites you to discover an unprecedentedly immersive Virtual Reality experience at **Baselworld 2018**.**

Because words and images can only go so far in conveying the beauty and complexity of a timepiece, Arnold & Son has developed a new and unique virtual reality experience that allows the user to take in our watches in the most up-close and personal way.



A virtual journey through our amazing world

This innovative virtual reality experience allows the user to explore Arnold & Son timepieces in a larger-than-life, immersive way. From the entire watch to isolating different parts of the movement such as the gear train or specific complications and the mechanisms that drive them, the experience is educational as well as enchanting.

Using a headset and two handheld controllers, the user is transported into an alternative reality, where one can navigate through some iconic watches in three-dimensions, offering not only the ability to explore them from every angle, but doing so in a dramatic larger-than-life scale with the possibility of altering the rate at which time flows.

Each timepiece is set in its own universe, depicting the aesthetic and historical inspirations that went into their conception.

The Arnold & Son virtual reality experience will make its debut at Baselworld 2018 from March 22 to March 27, where visitors are welcome to give it a try.