

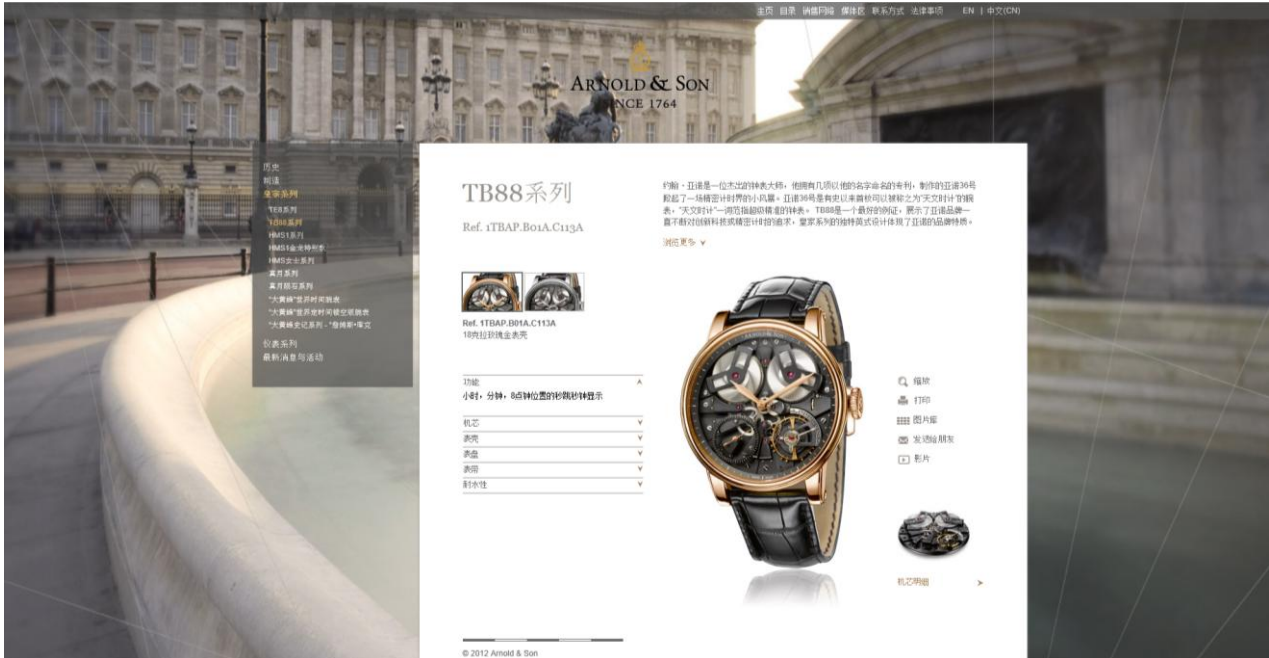


ARNOLD & SON  
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## New Arnold & Son website goes live in Chinese

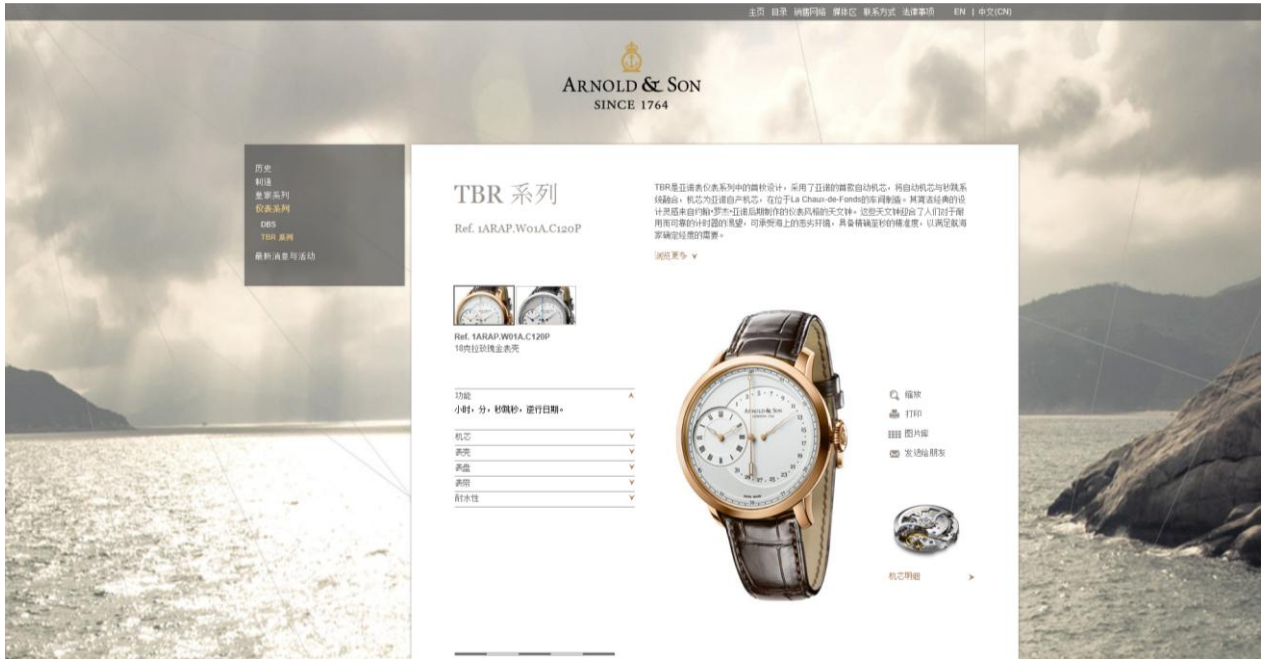
The new Arnold & Son website is now available in Chinese. It gives you a hands-on experience of traditional English-style watchmaking combined with state-of-the-art technology. Catapulting the brand into a new era, the site has something for everyone: background and history for interested readers plus detailed technical features and specifications for connoisseurs. Explore for yourself the new website at [www.arnoldandson.com](http://www.arnoldandson.com)

You want to know why we call the classical timepieces in our range the Royal Collection? To obtain full details of the specifications in our range of calibres? Or to find out more about the central role played by Arnold & Son in the marine navigation of the 18<sup>th</sup> and 19<sup>th</sup> centuries? All this, plus a wealth of new features, is at your fingertips on the completely remodelled Arnold & Son website, which goes online on 8<sup>th</sup> June 2012.

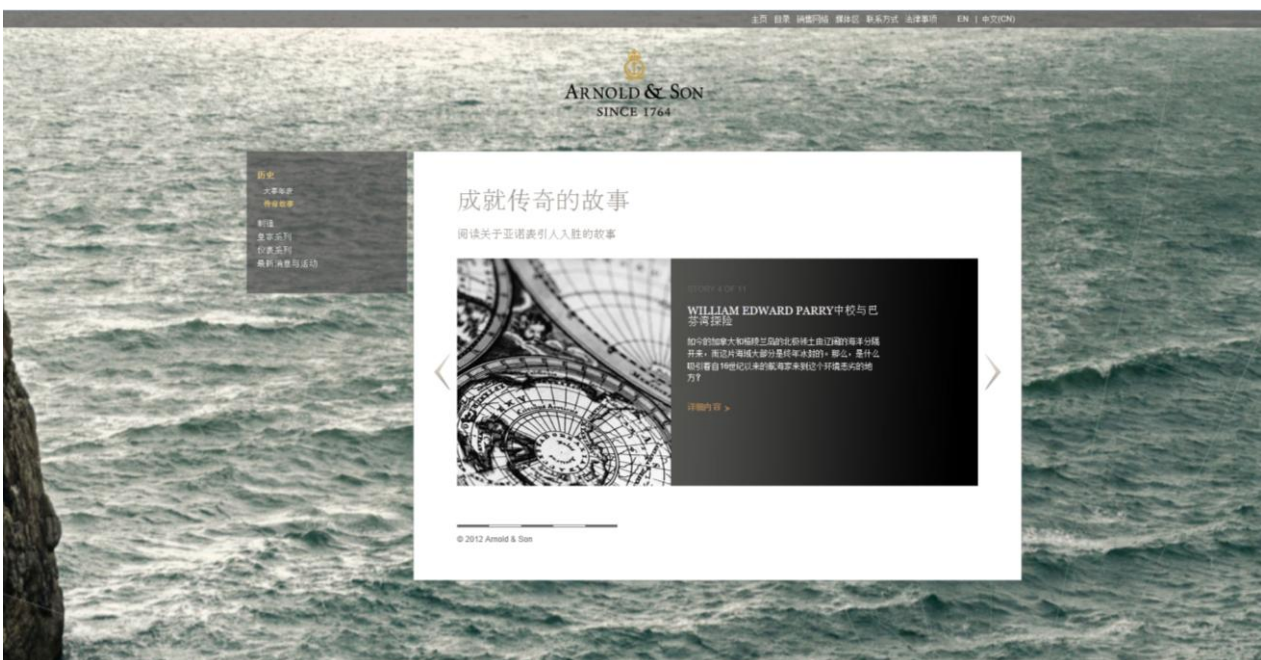




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“We designed the new site to give visitors an exhilarating, up-close encounter with one of the world’s oldest watchmaking brands,” explains Philippe Boven, Executive Vice President of Arnold & Son. “We wanted them to know where we come from and how this affects our products.” New features on the website include interactive displays of the new products in the Royal Collection together with films of the new TB88 and HMS1. And if you’re interested in discovering more about the brand’s historical significance, you’ll find a series of ten stories featuring personalities no less important than Napoleon Bonaparte, King George III and explorers from Captain Cook to David Livingstone.

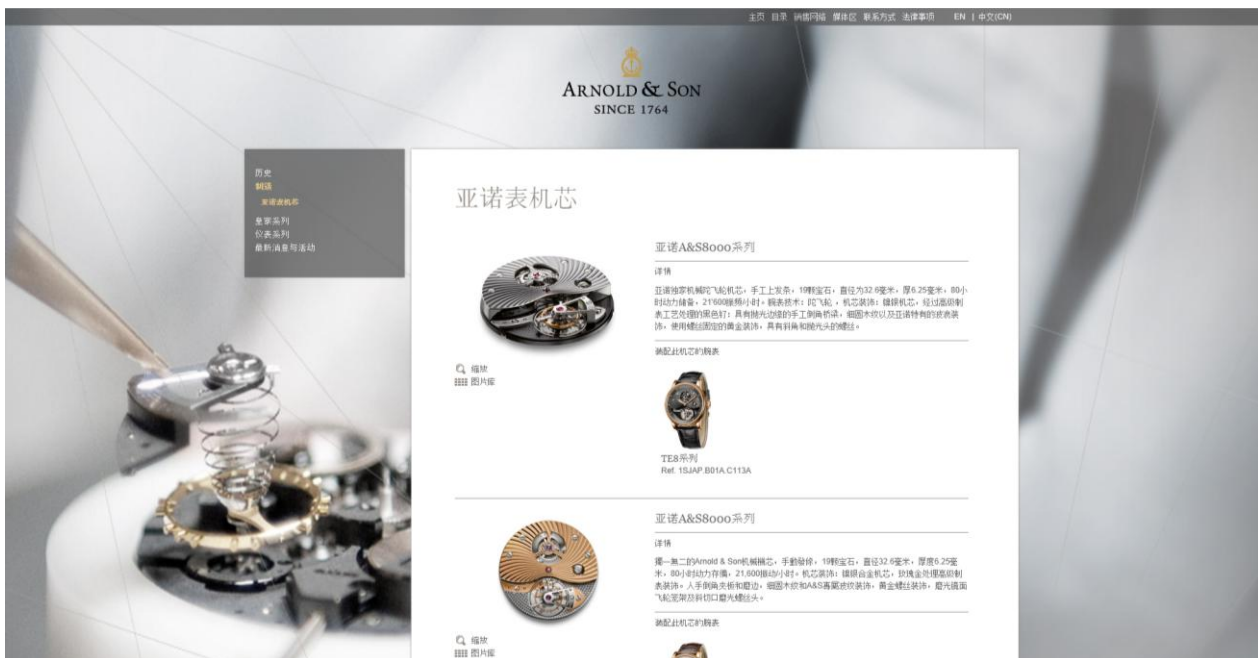




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Moving into the present, the site presents the Arnold & Son manufacture in La Chaux-de-Fonds, an image gallery featuring all our calibres, together with zoom-in details of the technical features and craftsmanship. We take a close-up look at our Royal Collection and the new Instrument Collection, explaining their historical context, the thinking and the technology that inspired them, and even provide a PDF generator that creates a printable view of each watch's technical specifications. To wind things up, you'll find full details of the latest news and events, details of press coverage and a special area for journalists with downloadable copies of press releases and high-resolution images. And, as you'd expect, a listing of Arnold & Son official agents around the world.



We believe the best way to find out what the new website has to offer is to pay us a visit. To do that and stay connected with the world of Arnold & Son, simply go to: [www.arnoldandson.com](http://www.arnoldandson.com)



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### **Arnold & Son: a brief history**

In a direct response to the British Government's search for an answer to the problem of calculating longitude reliably at sea, John Arnold founded a watchmaking company in London in 1764. He soon established a reputation as a specialist in marine timepieces, inventing both the detent escapement and the bimetallic balance, before emerging as one of four winners who shared the Longitude Prize in 1770. His son, John Roger, joined the firm in 1796, and Arnold & Son rapidly became the leading supplier of chronometers to the Royal Navy. John Roger worked closely with the French watchmaking genius Abraham-Louis Breguet, who paid tribute to John senior by integrating his first working tourbillon in an Arnold marine chronometer, which he presented to his son. The instrument, which must rank as one of the most extraordinary pieces in watchmaking history, can be seen to this day at the British Museum. Inspired by John Arnold's relentless quest for precision and innovative technology, the modern-day Arnold & Son company keeps this fine English watchmaking tradition alive at its headquarters in La Chaux-de-Fonds, the cradle of modern Swiss watchmaking.