



Adhaesio – always in contact

At the Baselworld 2015, MeisterSinger will be presenting a watch featuring a second time zone

The watch manufacturer MeisterSinger creates wristwatches for people who know what is important to them and don't get caught up in petty details, but remain on track – wherever they happen to be.

We travel more than ever – and sometimes, when we're far away from home, we realize how much it means to us. Knowing what time it is at home is a way of staying connected and enables us to take part in what's going on there, even if only in thought. Once we're back home, we can always stay in contact with other parts of the world as we might call business partners, makes bids at auctions, or think of people who are near to us, even though they may be far away.

We often have to deal with various situations simultaneously, both at home and away. But the time of day is not the same everywhere, which can soon lead to uncertainty, not quite knowing whether it's morning or evening at another place. That's why the displaying of a second time zone is one of the most popular and widely used complications that feature in mechanical wristwatches.

With the Adhaesio, the single-hand watch specialist MeisterSinger has developed a dual timer that adeptly follows its own aesthetic principles and the confident perception its clients have of time. For years now, MeisterSinger has continually developed timepieces with additional functions and always managed to find ways that embody the essence of its single-hand watches, both technically and in terms of design. The Adhaesio too is a typical MeisterSinger, in both concept and aesthetics. An individual, needle-sharp hour hand points to the current time of day or night at the location of its wearer, accurate to within five minutes. Above the MeisterSinger logo,



an arrow points to the second local time on a 24-hour ring, which slowly rotates in a clockwise direction.

These two times are separated by a second ring, which shows the date and moves in the opposite direction.

The carefully selected typography ensures that the display is clearly readable. The time of day and the date form one cohesive unit. The second time zone is clearly visible. Both rings are set slightly deeper than the edge and the center of the dial. Characteristic of MeisterSinger, the hour is therefore visually in the foreground.

The Adhaesio is powered by a Swiss automatic movement, the ETA 2893. The local time, the second time zone and the date can all be easily adjusted via the crown. 43 millimeters in diameter, its stainless steel case is discreet in size and a mere 10 millimeters high. The Adhaesio connects its wearer with two time zones that are both important to him – or remind him constantly of a place he is attached to.

The Adhaesio will be presented at the Baselworld 2015 and is available in four versions from September onwards.

Model	Adhaesio
Movement	ETA 2893-2 Automatic, 38 hours power reserve
Case size	43 mm
Casing	stainless steel, 6-screw exhibition back, water resistance 5 bar, sapphire glass
Variants	white, black, ivory, sunburst sapphire blue