



ventura design on time



v-tec® Zeta

The v-tec® Zeta was designed by Paolo Fancelli. Born in 1964 in the Italian part of Switzerland, this upcoming Industrial Designer has his studio in Zurich, where he created



a successful office furniture line, Oscilloscopes, insulin infusion systems, even on mini-tractors for mountainous terrain, before designing his first consumer item, a modern version of the Swiss Army Knife.

The v-tec Zeta is his third watch for Ventura, after the SPARC rx and the breathtaking v-tec Sigma men's watch, which plays an important side-role in Nicolas Cage's latest action thriller «Bangkok dangerous». Numerous requests from women for a smaller version led to the Zeta project; the challenge was to reduce the massive Sigma without compromising its dynamic presence.

With subtle changes of the form and by moving the watch back to the centre of the wrist, Fancelli succeed-

ed in the creation of a perfectly sized unisex timepiece. The experience gained in the construction of the Sigma helped to cut on the development time, especially when it came to designing the forged main body and case back, which are individually precision-machined with numerically controlled robots to ensure reliable water resistance.

Some Zeta versions will feature composite-cases, combining Durinox® steel and Bakelite-like resin; Ventura has further developed on a technique used in the manufactur-



ing of luxury writing instruments to introduce attractive high-tech colors to the world of watches.

The heart of the v-tec Kappa is Ventura's own VEN_04 movement-caliber featuring the patented EasySkroll® operating system, which does away with lengthy manuals and the multiple push buttons commonly found on common digital watches.

A single scrolling cylinder enables a totally intuitive access to all functions. Rather than using the typical 7-segment numerals, Ventura developed an LC display with its own sophisticated font formed by 229 segments. The numerals are much crisper, attractive and better readable than those found on ordinary timepieces. Ventura Design on Time SA. is the only Swiss watch manufacturer exclusively dedicated to produce contemporary high-tech digital timepieces. Unlike most brands, Ventura devel-



opes and produces the soft- and entire hardware of its own movements, therefore being able to implement integral designs rather than to merely styling the outer casings of a watch. The v-tec Zeta will be officially introduced at the Baselworld 2007; shipping will commence in early summer and the recommended sales prices will start at 1'500 Euro (\$ 1'600).

Time has come®

