



ventura design on time



v-tec® Kappa

Ventura's design of contemporary timepieces is coined since more than a decade by leading Swiss architect and designer Hannes Wettstein. After the Alpha and Delta, the Kappa is his third watch within the v-tec series, the trilogy may well seduce some design- and watch fans to start a small collection.



With each new watch model, Wettstein's archetypical form definition is becoming bolder, more self-assured. His signature sets the Ventura watches far apart from the current trend to stage design dramatically. The uniqueness of the collection is also a result of the fact that Ventura develops and manufactures its own watch-movements. Design is therefore not only a dressing-up of the standard mechanisms shared by a vast majority of Swiss brands, but rather an integrated symbiosis of architecture and engineering.

The v-tec Kappa is made of high-tech materials; the cases, -in some versions also the bracelets-, are forged out of pure titanium and then submitted under vacuum to high pressures and heat, before being cooled by liquid nitrogen. Then, an ultra thin layer of liquid glass coating is applied to the surface to prevent smudging, fingerprints etc.

This patented Titanox® hardening-process protects the Kappa from scratches and provides high longevity, an important aspect of Ventura's design philosophy.

There is a special matte-black Kappa for purists, which is additionally ion-coated with an even harder surface.



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 allows 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. The Zurich based Ventura Design on Time corporation formulates its own and unique «micro-architecture» since 1989. The independent company is currently the only «Swiss electronic Watch Manufacture» specialized in producing sophisticated, high-end timekeeping instruments.

The v-tec Kappa will be introduced at the Baselworld 2007; shipping will start in early summer and the recommended sales prices will start at around 1'700 Euro (\$ 2'000).

Time has come®

