

National Association of Watch and Clock Collectors (NAWCC)
Chapter 154 – Daytona Beach, Florida
www.nawcc154-daytonabeach.com

July 2009 Newsletter

NEXT MEETING & MART

Sunday, July 19, 2009

Doors Open at 8:30 am
Meeting Includes:

- * Mart Table is included (bring your items to sell or trade.)
- * Meet old friends and make new friends.
- * Full Buffet Lunch.

Presentation: “A Horological Show and Tell” – any member or guest can bring any horological item and show and tell about it.

- Please bring a Horological item (or related item) and share its story and/or history with the rest of us.



REGISTRATION AND DUES

Annual Chapter Dues are \$8.00 per year

The Mart, Meeting, with a **Full Course Buffet Lunch included** is \$15.00 per person. Also included is a Free Mart Table.

INSIDE THE JULY 2009 ISSUE

- 1 Meeting, Mart, Registration and Dues Information
- 2 **Article:** Is There a Reasonably Sized wristwatch cell phone on the market yet?
Internet Browsing: Crazy Modern Clock Designs
- 3 **Article:** Will Modern Technology Save the Wristwatch?
- 4 NAWCC information – Chapter 154 contact information
Clock Story: The Story of the Roman Numeral Four on Round Clock Dials

MEETING PLACE

Duff's Original Buffet
(Banquet Room)

2400 S. Ridgewood Ave. (US1),
South Daytona, Florida

Phone: (386) 788-0828
(located inside the Sunshine Park Mall)

Is There a Reasonably Sized wristwatch cell phone on the market yet?

by Randy Jaye

Now that bluetooth headsets are used with cell phone wristwatches is this technology shrinking to a reasonable size? Well, not quite yet, but I am sure they are coming to a store near you soon. They are still fairly large and bulky, but when you see an example of the latest models, you'll get a better idea about how smaller they are getting.

This Cetc wristwatch cell phone model looks like something out of a Buck Rogers Sci-Fi comic strip. It has a built in FM radio, MP3 and MP4 players, headset jack, microphone and speaker. The company is talking about removing the microphone/speaker so it is surely going to shrink to an even more suitable size to accommodate most users. But, as for now, this technology does not appear like it is quite ready for primetime or the business world just yet...



Crazy Modern Clock Designs

Source: <http://www.baronbob.com/shopping-crazyclocks.htm>

Inspired by the artwork of Salvador Dali, this fantastic **Melting Face Wall Clock** will put you into the right frame of mind, melting your tension away like a snowman on a hot summer day. The face of this artistic clock measures 12". Housed in a sturdy plastic frame and featuring bold black numbers against a white face.



For all you math geniuses out there, the **Pop Quiz Clock** is for you. Obviously you don't really have to know how to be able to solve the equations to know what time it is. Part educational, part conversation starter, the Pop Quiz Clock is one of the more unique clocks you'll see. Does $2 + 2$ really equal 4?



Will Modern Technology Save the Wristwatch?

by Randy Jaye

The wristwatch has been steadily losing popularity during the first decade of the 21st century especially among teenagers and 20-somethings. Over the past few years wristwatch sales to teenagers and young adults have fallen more than 10 percent. Since the wristwatch traditionally does one thing (tells the time) it is being overlooked in lieu of other technological devices that provide many more entertainment and communication capabilities as well as tell the time (examples: cell phones, iPods, Blackberries, Mobile Pocket Personal Computers with internet and Satellite Radio connectivity, iPhones and the like.)

Reports by the Jewelry Consumer Opinion Council of California say that most watch companies have experienced declining sales of between 8 percent and 15 percent since 2006. With the current downturn in economic conditions one can only expect this trend to continue and possibly even worsen. "The business seems to be dying out," said Derek Molnor, owner of Derek Molnor Vintage Watches located in New Kensington, Pennsylvania. "Twenty years ago, there were a lot more watches around and a lot more interest in it. People are moving on."

Well-known mass manufacturers of affordable wristwatches, Timex and Fossil, have been actually phasing out some of their watch production and replacing it with fashion accessories such as sunglasses. Is the writing on the wall? Is the wristwatch heading for its demise?

Let's not count the wristwatch out just yet. It seems there will always be a market for the luxury wristwatch brands as the "super rich" and "merely rich" continue to purchase high-end brands such as Cartier and Montblanc. In fact, Patek Philippe SA, reported selling their entire inventory in the United States in 2008 (their watches start at \$17,500.) Some of the mid-line and upstart watchmakers aren't throwing in the towel just yet. They are engaged in a last ditch effort to survive. They are using some creative thinking to revive the wristwatch and make it appealing to all age groups and consumers once again.

Some of the new wristwatch technologies already on the market include LG's cell phone wristwatch, and Xact Communication's two-way radio wristwatch that comes in a Unisex model. One of the newest technological concepts comes from Georgia Tech graduate, Daniel Ashbrook, who is developing technology based on ¹micro-interactions which could make the wristwatch a cool gadget once again. "Much like the ²Bluetooth earpiece is now, 'the wristwatch is the next big peripheral for mobile phones,' says Thad Starner, director of Georgia Tech's Contextual Computing Group. 'In fact, we are trying to design interfaces that allow you to do many of the micro-interactions that one does on desktop computers.'"

Ashbrook says his high-tech wristwatch will have a round face and offer many options. Plus, he says, it will be easier to use. "I'm investigating a finger-usable touch screen or gesture-based interfaces, so a quick flick of the wrist or snap of the fingers might help to control the watch as well."

Ashbrook acknowledges that finding just the right human gestures to trigger the technology is the next challenge. A software program he has designed will enable researchers to analyze potential human gestures and interface them into the technology.

One of the biggest current problems with micro-interactions technology is related to gesture control. The current gesture recognition technology often mistakes a random hand movement for an intentional gesture and performs an undesired action. Ashbrook believes that a potential solution to this problem is "push-to-gesture" which will require a button press on the wristwatch to begin gesture recognition. The problem here is that the non-watch-wearing hand is now involved, so why not just add some more buttons to perform various actions?

This new micro-interactions technology is obviously years from perfection, but research and development continues.

The big question on the table for wristwatch collectors and enthusiasts is, "will the wristwatch survive until new technology can make it feasible and popular again?"

Personally, I have not given up on the wristwatch and expect it to play a new role throughout the 21st century, but it will certainly need a big boost from new technology to survive and be appealing to current and future generations.



Hyosub Shin/AJC

Researcher and Inventor, Daniel Ashbrook, shows off a touch screen wristwatch at Georgia Tech's Technology Square Research Building.

¹Micro-interactions – is human interactions with a device that are typically under four seconds long. Examples include checking the time on your wristwatch, glancing at your current speed on your car's dashboard, or shutting off your cell phone's ringer.

²Bluetooth® - is short-range wireless technology designed to connect technology devices, like computers, keyboards and mice, mobile phones and headsets, printers, digital cameras, PDAs and other mobile devices, without the clutter of cables.

The Daytona Beach, Chapter 154, of the National Association of Watch and Clock Collectors, Inc. (NAWCC)¹ is dedicated to preserving the history, art and science of timekeeping (horology). NAWCC is a nonprofit scientific organization that serves as a unique educational, cultural, and social resource for its membership and the public at large.

Our members include hobbyists, students, educators, casual collectors, clock makers, watch makers, jewelers and professionals in related retail and manufacturing trades.

¹ The National Association of Watch and Clock Collectors (NAWCC) is an American non-profit organization with about 25,000 members. The NAWCC was founded in 1943 by members of the *Horological Society of New York* and the *Philadelphia Watchmakers' Guild* who wished to create a national organization. The membership is now divided into over 175 "Chapters" which can be based on a locality or a special interest. The vast majority of chapters are US location based, a number are also in Canada and Australia (which do not have national horological collectors associations) and a handful are elsewhere. Special interest chapters range from "Tower Clocks" to "Horological Science".

Contact Information (NAWCC - Chapter 154 - Daytona Beach)

Chapter Officers (2009)

President: Randy Jaye

(407) 497-5755

Secretary/Treasurer: Viviane Lindeolsson

Vice-President: Jesse McKnight

Director: Ed Epp

Director: Tom Bransford

Website: www.nawcc154-daytonabeach.com

The Story of the Roman Numeral Four on Round Clock Dials

Have you ever wondered why the Roman numeral four on most round clock dials is illustrated as IIII and not IV? There are many stories, and fairy tales, circulating around the world of horology. Examples of these stories include the king of England declared it accepted because his clockmaker made a mistake, having already painted it on a particular dial. There's even a story that the clockmakers' company utilized IIII as a trade symbol. Yet another story claims that IIII was the outcome of the French Revolution attempting to change the method of dividing the hours of the day into tenths. But, the truth is quite simple. If you observe a round dial containing Roman numeral IIII, you'll notice that one third of the numerals contains I's, one third contains V's, and one third contains X's. It's purely the logic of symmetry! How do you like that? A square or rectangular dial will contain IV. The symmetry, in this case, exists naturally.

