



Press release

Scott Cassell – a highly committed Luminox ambassador

Zurich, October 2012. American diving professional and environmentalist, Scott Cassell, will be diving into the shark tank at the Sea Life Aquarium in Konstanz in front of the audience at the Luminox Event on the 18th October 2012. Not only will he fascinate spectators, but also bring attention to the drastically shrinking global shark population.

A strong diving partner

Scott Cassell has been an expert military operative, a counter-terrorism dive instructor for special operations, a sniper, a consultant in the anti-piracy fight, a combat doctor for special operations and MedEvac flight instructor in the Army National Guard. Cassell is also a keen adventurer, somebody who does not shy away from danger. He relies on Luminox watches as part of his essential gear. As a true explorer and a man with high ideals, he is steadfastly committed to his undertakings, with one clearly defined goal: to protect the world's oceans and their inhabitants. Cassell never lets this goal out of his sight. He explores the underwater world, documents his discoveries for science and tracks down law breakers whose activities threaten the ocean's ecosystem. Luminox accompanies him on every mission, on his wrist. The watch brand also supports his work by selling special edition watches.

Environmentalist and deep sea researcher

Scott Cassell has successfully stood up for research and conservation of the ocean's inhabitants for many years. After his military training, he founded Sea Wolves Unlimited LLC Organisation. It pursues poachers all over the world who let endangered and protected species perish in their fishing nets or deliberately kill them. Cassell's second organisation, the Undersea Voyager Project, researches sea life, for example the extraordinary underwater forest on the floor of Lake Tahoe (USA). Cassell is particularly fond of giant squids and sharks, whose behaviour he researches and with which he regularly dives. Due to the shrinking shark population, giant squids have been able to proliferate because their natural predator – the sharks – have stopped coming. Read more about Scott Cassell's projects on www.underseavoyagerproject.org.

Courageous missions

For his Undersea Voyager Project, Cassell dives to the depths either with his new submersible, "The Great White" or with the new underwater habitat "Voyager". With the latter, he can stay under water for several weeks at a time and record and observe the slightest changes in the ecosystem. Within the framework of the rECON project, Scott tracks down poachers, polluters and ecology terrorists. Thanks to incriminating film material, which he takes using the latest technology and then hands over to the authorities, a few offenders have been convicted and put behind bars. His main mission is to raise people's awareness of the alarming situation of the oceans. This includes the drastic reduction of the shark population. The dorsal fins of these animals are often used for soup, which leads to global over-fishing. Because sharks provide a balance of the stock of different sea creatures, the ecosystem falls out of balance when they decline. "The oceans need warriors! Not more words!" says Cassell. Luminox supports Scott in his projects: for every Scott Cassell special edition watch sold, a part of the proceeds goes to the organisation.



Luminox Scott Cassell Special Edition

One of the important subjects within the Luminox collection is based on the theme of water. Scott Cassell, with his fascinating and meaningful sea projects, is therefore an ideal partner. To support him as much as possible in his environment missions and diving expeditions, Luminox designed two special diving watches: the 1525 Scott Cassell Special, in line with his Sea Wolves Unlimited LLC Organisation, and the 3954.SET Scott Cassell Special in collaboration with the Undersea Voyager Project. This autumn, the new 3054.SET joins the collection. Cassell often dives during the night, or in dark waters. Thanks to the constant glow of Luminox watches, he can read the time and other important information even in the darkness under the water.

3054.SET Scott Cassell Special

The majority of the oceans are full of secrets and still unexplored. When he is not chasing poachers, Scott Cassell dedicates himself to this underwater world. To do this, he founded the non-profit organisation Undersea Voyager Project (UVP). It supports marine researchers, teachers, students and free-time scientists to explore marine life with diving expeditions in specially equipped submersibles and with live webcasts of the expeditions to learn more about this world.

To support the UVP, Luminox, in collaboration with Cassell, created the new 3054.SET Scott Cassell Special diving watch. Some of the proceeds from sales support funding of the UVP and its discoveries.

The Swiss-made watch has been designed for diving. It is packed in an original diving goggle box, has a protected crown, a professional, uni-directional rotating bezel, is water-resistant to 200 metres and has a clear, contrasting dial with Luminox Light Technology (LLT). This glows constantly for up to 25 years, in any conditions, so that the time is always visible, even in the darkest depths. The blue dial also features the Luminox logo and the UVP emblem. The back of the case has Cassell's submersible on it. The model has a comfortable, black PU strap. The box contains a second PU strap and two Velcro straps as well as a tool with which to change the straps. Thanks to the strap extenders, the watch can easily be worn over a diving suit. The compass included in the set can be attached to the strap and used for orientation under the water surface.

**Essential Gear.
Made in Switzerland, Always Visible.**

Technical specifications

3054.SET Scott Cassell Special



Movement	Ronda 515 HH6
Case	PC carbon reinforced, case back 316 L stainless steel
Rotating bezel	PC carbon reinforced, uni-directional rotating bezel, 12 H ice blue LLT
Crystal	Hardened mineral
Crown	316L stainless steel, crown protector, screwed
LLT	1 – 11 H ice blue / 12 H green
Strap	Black polyurethane
ATM	20
Diameter	44 mm
Origin	Swiss Made
Specials	Set with compass, three additional straps and tool to change straps
Price	CHF 380.-
Available from	November 2012

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Perfectly designed for the depths

The new diving watches by Luminox are not only attractive, but also feature practical functions to make reading the time underwater easier.

Underwater, the appearance of a watch is less important than on dry land. What it can do is far more essential. Divers must be able to rely one hundred per cent on their equipment. The 1500 Deep Dive Automatic series by Luminox is adding two new diving watches to its collection this autumn, which are attractive and technical at the same time.

Time must be visible on a diving watch in all situations to ensure sufficient air supply and divers' safety. Thanks to the integrated Luminox Light Technology, reading the time on a watch in the 1500 Deep Dive Automatic series is possible at any time underwater and in poor visibility. Thanks to a patented blocking system developed specifically for Luminox, the rotating bezels can be fixed so that they do not move during the diving expedition. The crown protector can be easily locked into place, preventing any unintentional movement of the bezel. This ensures that the remaining time until it is necessary to break surface is correctly calculated. Thanks to the automatic helium release valve, excess helium, which gets into the watch when diving in depths of high pressure, is directly released. This additional function protects the watch from damage which could otherwise be caused due to pressure from the invaded helium. The mechanical movement of Deep Dive Automatic watches does not require any batteries and guarantees reliable timekeeping for the wearer.

The watches are water-resistant to 500 metres (50 ATM) and tested in compliance with ISO 6425 standards for diving watches. Most watch manufacturers produce diving models which are water-resistant up to 200 metres. Because the 1500 Deep Dive Automatic watches are water-resistant at a further 300 metres, the crystal and case must be twice as thick. With the Luminox Light Technology and its system of micro gas tubes, the watches have a built-in energy supply on the hands and numbers, which glows constantly for up to 25 years and ensure the time can be read, even in poor light conditions. As with all Luminox watches, 1500 Deep Dive Automatics are Swiss Made.

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Technical specifications

1500 Deep Dive Automatic Series



1512



1513

Movement	Automatic-mechanical movement SW-200-1
Case	316L stainless steel with black PVD
Rotating Bezel	316L stainless steel with black PVD, uni-directional rotating, 12 H LLT yellow
Crystal	Anti-reflective sapphire
Crown	316L stainless steel with black PVD, integrated crown protector
LLT	1 – 11 H green / 12 H ice blue
Strap	Black PU, extendible to be worn over a wetsuit
ATM	50
Diameter	44 mm
Origin	Swiss Made
Specials	Blocking bezel system, automatic helium release valve, numbered edition
Price	CHF 2'090.–
Available from	November 2012

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