



You might know about Omega's iconic Speedmaster model, and you might be aware of their Seamaster model, but how much do you really know about Omega watches and the brand's long history? After reading this article with facts about Omega watches, you might be surprised at how much interesting information about the brand that you've missed out on.

## **THE CHALLENGE**

Talking of clutter and confusion, another common issue with websites is a lack of clear signposting. Ask yourself a simple question: how easy is it for someone to get where you want them to go? If it takes more than two clicks for the customer to be able to buy or book, your conversion rate could well be suffering.

How can you solve this? Well, the obvious way is to get others to test it. At Clockwork we do this meticulously, taking every detail into account, testing different strategies and monitoring other factors. A bit OTT? Not at all- there is a definite science to making more sales conversions online!

## MY ROLE

Combining our research into a persona, we wanted a technology-driven solution that Create your own quality watch with OMEGA! With over 100 million possible combinations you can create a watch that fits your style. Handcrafted & unique! ... We use cookies to ensure that we give you the best experience on our website.

OMEGA is the world's leading custom watch brand. Design your own custom-made watch online today and let your personality shine through. ... bezel details will be put together by skilled watchmakers, creating a watch that's uniquely yours.



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OMEGA

Speedmaster

THE PROFESSIONAL MOONWATCH

At the heart of many great moments for well over half a century, tested in the limits of physical endurance and human courage.

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THE WORLD'S MOST FAMOUS CHRONOGRAPH

The OMEGA Speedmaster Professional Chronograph has a unique place in the history of space exploration as the only piece of equipment to have been used in all of NASA's manned space missions from Gemini in the mid-1960s to the current International Space Station program.

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ESSENTIALLY UNCHANGED SINCE 1957

Since its introduction in 1957, the Speedmaster has been characterized by its precision, readability and robustness. Until 1968 it was powered by the calibre 321 which was later changed to calibre 861. This was replaced with an enhanced version when OMEGA introduced a high-grade rhodium-plated finish on the movement, resulting in calibre 1861 and the more embellished 1863, both of which are hand-wound. Today, the timepiece is powered by virtually the same hand-wound movement that powered the timepieces NASA's astronauts wore on the Moon.

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SPECIAL PRESENTATION BOX

Each of the four timepieces in this family is offered with a special presentation box which includes two additional straps - a "NATO" strap and a black Velcro strap. A tool to change the bracelets and instructions for how to do so are also included along with a Speedmaster loupe, a metal plate and a book highlighting the adventures of the Speedmaster.

BLACK "NATO" STRAP

VELCRO STRAP

SPEEDMASTER CASEBACK

SPEEDMASTER LOUPE

TOOL TO CHANGE STRAP / BRACELET

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THE REVOLUTIONARY MOVEMENT

Complete with an innovative column wheel mechanism and Si14 silicon balance spring, the OMEGA Co-Axial calibre 9300 is the first of our exclusive in-house movements to incorporate a chronograph function. The 12-hour and 60-minute counter hands are placed on the same sub-dial at 3 o'clock allowing for an intuitive reading of the recorded time and the reliability of the movement is such that the timepiece is offered with a full four-year warranty.

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GEORGE CLOONEY'S CHOICE

SPEEDMASTER

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George Clooney has been nominated for Academy Awards in more categories than any other person and won Oscars for Best Picture and Best Performance by a Supporting Actor. A passion for OMEGA watches runs in the family - his father Nick once gave George a Speedmaster he had worn for more than 20 years. Nearly as well known for his humanitarian activities as for his film work, George was named a Special Messenger of Peace by the United Nations.

WATCH THE VIDEO

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