

世界钟表大全

'98 中国版

WATCH
THE CHINA WORLD

世界钟表大全

'98 中国版

WATCH
THE CHINA WORLD



上海人民美术出版社
世界钟表出版有限公司
Shanghai People's Fine Arts Publishing House
Watch the World Publishing Ltd

世界钟表大全('98 中国版)

沪新登字102号

上海人民美术出版社 出版
世界钟表出版有限公司

国内发行：上海人民美术出版社	地址	：上海市长乐路672弄33号
	电话	：(+86-21) 6247 4691
	传真	：(+86-21) 6247 2331
海外发行：Watch the World Publishing Ltd. (世界钟表出版有限公司)	通讯地址	：香港九龙红磡民裕街四十一号 凯旋工商中心地下C座
	电话	：(+852) 2330 6996
	传真	：(+852) 2330 6912

印制：利丰雅高制作(深圳)有限公司

开本：635 X 940 毫米 1/16 印张：14

书号：ISBN 7-5322-2080-X/J • 1960

1998年7月初版第一次印

© 1998 Watch the World Publishing Ltd.(世界钟表出版有限公司)及上海人民美术出版社
著作版权所有：本书经 Watch the World Publishing Ltd., BVI 授权合作出版

本书图片和文字均由世界钟表出版有限公司提供,上海人民美术出版社编辑、审定、发行
版权所有,未经有关之版权所有人书面批准,一概不得以任何形式或方法转载或使用,违者必究

Watch the China World

Shanghai Publishing Bureau of Information
register number : 102

Co-published by Shanghai People's Fine Arts Publishing House, PRC
and Watch the World Publishing Ltd., BVI

Distribution : Shanghai People's Fine Arts Publishing House
Address : 672/33, Chang Le Road, Shanghai, PRC, 200040
Telephone : (+86-21) 6247 4691
Fax : (+86-21) 6247 2331

Overseas Distribution : Watch the World Publishing Ltd.
Correspondence Address : Flat C, Ground Floor, Kaiser Estate, 41 Man Yue Street,
Hungghom, Kowloon, Hong Kong.
Telephone : (+852) 2330 6996
Fax : (+852) 2330 6912

Printer : Leefung-Asco Processing (Shenzhen) Company Limited

Format : 635 X 940 mm 1/16 sig : 14

Number : ISBN 7-5322-2080-X/J • 1960

1998 . 7 First Printing

© 1998 Watch the World Publishing Ltd. and Shanghai People's Fine Arts Publishing House

All text and pictures are provided by Watch the World Publishing Ltd., and edited,
examined, published and distributed by Shanghai People's Fine Arts Publishing House. No text or
pictures may be reprinted or utilised in any form or by any means without written permission from
the relevant copyrights owner. All right reserved.



世界钟表大全

'98 中国版

3 4 5 6 7 8 9 0 1 2 3

WATCH
THE CHINA WORLD



F OREWORD

The story of timekeeping is a fabulous adventure. It begins at the primary stage of civilization with indications of the sun's position and shadows cast and continues through to the crafting of the first quartz clocks in the 20th century.

The first volume of "Watch the China World" was an introductory historical survey of the measurement of time with frequent references to its role in China's history. This book also presented a fascinating and detailed look at the history of watchmaking.

The second volume described the individual origins of the watch – from the first mechanical clocks which appeared at the end of the 13th century to the entry of electronics into watchmaking. Many watch distributors in China found this survey especially valuable as it helped them to understand what determines quality in different timepieces.

We are pleased to note that the historical and descriptive surveys in these first two volumes aroused a strong interest in a subject unique to the 20th century – the arrival of quartz, which brought about dramatic technological, commercial and financial changes in the industry.

On the following pages, you will discover the origins of this electronic revolution, its effect on Swiss mechanical watchmakers and the massive shift of quartz watch production toward China.

This third volume, like its two predecessors, comprises three sections. The first is devoted to the entry of electronics into watchmaking.

The second part consists of profiles of the leading watch brands. You will also find in this section descriptions of some of their most interesting innovations and state-of-the-art technology. This directory of individual brands has been so widely used since "Watch the China World" first appeared two years ago that we have had to increase the circulation of the current edition to 25,000 copies. This is a five-fold increase over the first edition's 5,000 copies...

The third section is a detailed index, providing essential information such as lists and references for points of sales, correspondence offices, service centres and retailers in China.

This latest edition of "Watch the China World" also introduces several new and useful features. For the first time, the book will be available in selected book stores throughout China.

You will find enclosed, also for the first time, a reply card. We would appreciate it if you would return it to us at your convenience.

We look forward to your comments which will help us in preparing the fourth edition, to be published mid 1999.

Heinz Heimann

岁序更替，日月轮回。从人类文明的原始阶段，人们利用太阳的位置和投影来确定时间，到二十世纪第一个石英钟的问世，计时——这个扣人心弦的传奇故事，贯穿于人类历史发展的始终。

《世界钟表大全》（中国版）第一卷回顾介绍了人类计量时间的历史，特别是计时在中国历史中所起的作用。此外，该书对钟表制造的历史作了精彩而详尽的描述。

《世界钟表大全》（中国版）第二卷详细介绍了手表各部份的零件——从十三世纪末第一块机械表的出现到电子科学进入钟表业。在中国，许多制表业内人仕对此情有独钟，因为这有助于他们了解决定不同计时工具质量的根本所在。

令人高兴的是，《世界钟表大全》（中国版）前两卷的历史回顾和详细介绍唤起了读者对一个二十世纪特有现象的浓厚兴趣——这就是石英。石英的问世使工业在技术、商业和金融等各方面发生了巨大的变革。

在以下的篇幅里，您将看到这场电子革命的起源，它对瑞士机械表制造的影响以及石英

表生产向中国的大规模转移。

和前两卷一样，《世界钟表大全》（中国版）第三卷亦由三个部份组成。第一部份将叙述电子科学如何进入钟表制造领域。第二部份将介绍部份一流的手表品牌及其各自的一些最有趣的发明和出神入化的工艺技术。自从两年前《世界钟表大全》（中国版）首次面世以来，这份著名品牌的目录已经被广泛使用。这促使我们将最新版的发行量提高到两万五千册——比第一版时的五千册增加了五倍。

本书的第三部份是索引，详尽地提供了这些品牌在中国的基本情况，诸如销售网络，联络机构，售后服务中心以及零售商店等。

最新版《世界钟表大全》（中国版）还有一些新颖而实用的特点。本书将第一次在全国的特约书店销售。此外，一份读者调查问卷将随同本书呈现给读者。如果您能拨冗填妥问卷并寄回给我们，我们将不胜感激。

《世界钟表大全》（中国版）第四卷将于1999年出版发行。在此，我们恳切希望您对本书提出您的真知灼见。愿你我共同努力，为中国钟表业的发展尽一份绵薄之力。



HEINZ HEIMANN



MARKETING EURO CHINA

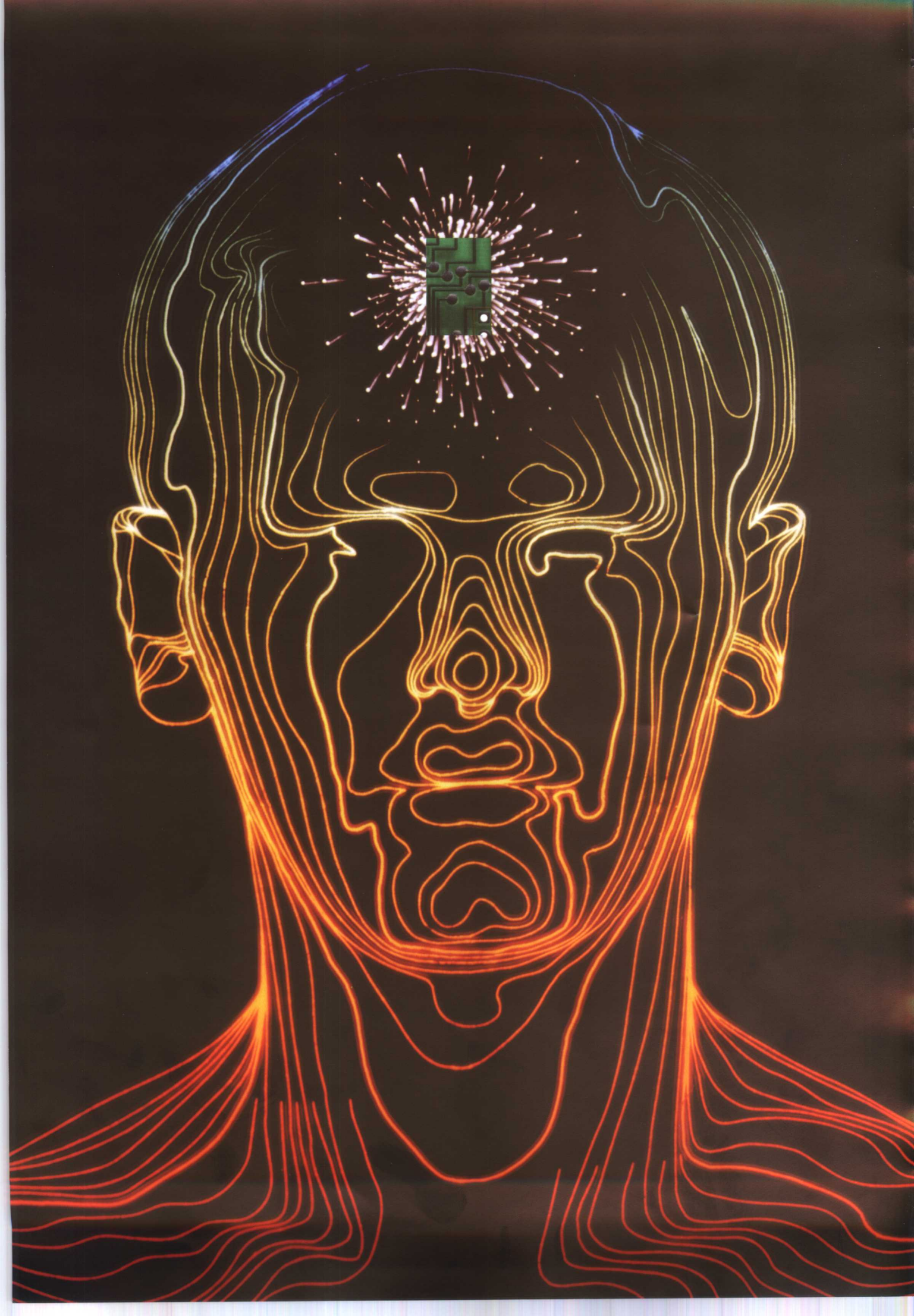




TABLE OF CONTENTS

FOREWORD

前言

2-3

TABLE OF CONTENTS

目录

4-5

THE ART OF ELECTRONIC WATCHES

电子表的艺术

6-13

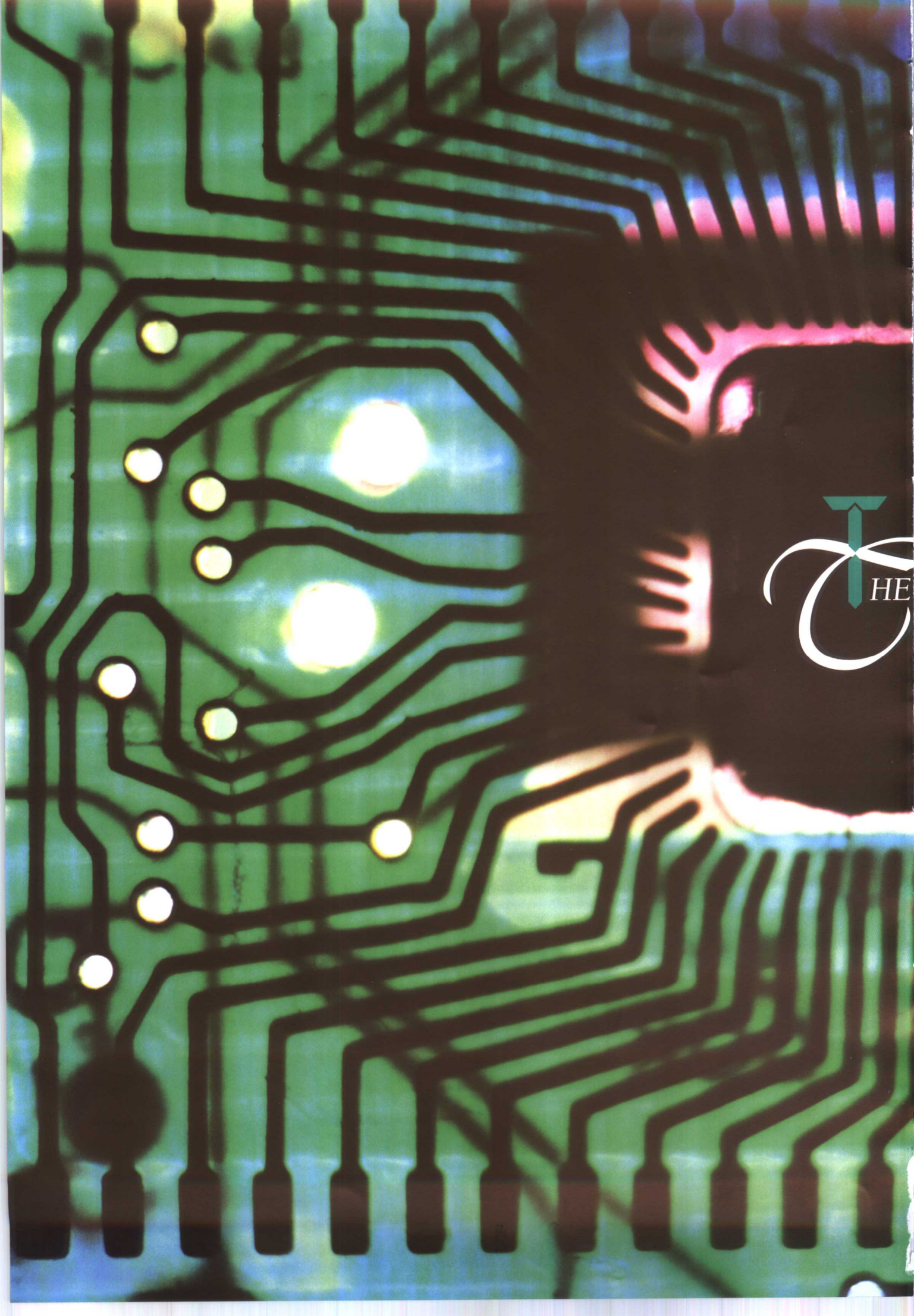
AP Audemars Piguet	爱彼表	74-77
Argenti	爱骏达	78-79
Baume & Mercier	名士表	80-83
Boucheron		84-85
Breguet	宝玑	86-87
Bucherer	宝齐来	88-91
Buler	澎马表	92-93
Bvlgari	宝格丽	94-97
Cartier	卡地亚	98-101
Carven	卡纷表	102-105
Chopard	萧邦表	106-109
Christian Bernard	伯纳表	110-111
Concord	君皇表	112-113
Ebel	玉宝表	114-115
Enicar	英纳格	116-119
Franck Muller		120-121
Girard-Perregaux	芝柏表	122-123

Gucci	古驰表	124-127
Guess		128-129
Jean d'Eve	珍达斐	130-131
Juvenia	尊皇表	132-135
Mauboussin		136-139
Movado	摩凡陀	140-141
Myer	万雅表	142-143
Oris	豪利时	144-145
Parmigiani Fleurier		146-149
Piaget		150-153
Seiko	精工表	154-157
Sultana	时添雅	158-159
Tag Heuer	豪华表	160-163
Ulysse Nardin	雅典表	164-165
Universal Genève	宇宙表	166-167
Vacheron Constantin	江诗丹顿	168-171

INDEX

索引

173



THE

ART OF
ELECTRONIC
WATCHES



BY GIL BAILLOD



Time is naturally divided by the course of the sun and the moon. The sun divides day from night. The moon completes twelve cycles each year, dividing it into twelve months.

Ancient civilisations counted months as 30 days and years as 360 days, which led to the great difficulties experienced by man in seeking precise measurement of time. For in fact, the lunar cycle, or the time elapsed between two new moons, averages 29 days, 12 hours, 44 minutes and 2.8 seconds. Thus, by the end of the year, calculations were 10.875 days short, whence the difficulty of establishing a calendar in harmony with the seasons.

In the history of humanity, estimated at over three million years, the need to measure time stems from a relatively recent necessity – scarcely three or four thousand years ago – arising from settlement, the creation of permanent villages and the development of agriculture. Farmers soon needed a calendar in order to regulate their activities and determine seed times and harvests.

So long as people lived in small groups, they lived within a time unit and the position of the sun was amply sufficient to show them the “time”.

The development of towns, the division of labour into many trades, and the multiplication of markets, imposed the notion of rendezvous or appointments. Dividing time into

时间自然地由太阳和月亮分隔。太阳将白天和夜晚分开，月亮每年完成十二个循环，将一年分成十二个月。

古代文明将每月计算为30天，每年为360天，这给探求精密时计的人带来极大的困难，因为事实上，太阳周期，或者说是产生两个新月之间的时间，平均为29天12小时44分2.8秒。这样，到了年底，就相差10.875天，要制订一个与季节相一致的日历就有很大困难。

人类的历史大约超过三百万年，而计算时间的需要则起源于相对而言的近代。大约三，四千年之前，人类开始定居，产生了固定村落，农业也有了发展，于是产生了这种需求，需要有一种日历以规范他们的活动，决定播种和收获的时间。

人们生活在一个个群体里，就意味著生活在一个时间单位之内，太阳的位置足以为他们报“时”。

随著城镇的发展、行业的分工和市场的多样化，预约或者约会的概念也随之产生。为了协调



well-defined sequences became essential in order to coordinate the broad and varied range of activities.

Thus all cultures, on all continents, were built up around the meaning given to time and its deification in various forms.

In organised societies, today more than ever, time “tamed” by increasingly sophisticated instruments has become the main means of social control.

While the farmers of ancient China could be content with a monthly division of time and counting the days, today virtually no socio-economic activity can develop outside of a precise definition of time. One need only consider the issue of transport by bus, train or plane to realise the importance of measuring time within our modern societies.

The oldest of all measurements has always been the most precise and endowed with the most sophisticated instruments, from sun dials, ancient clepsydras or water-clocks, the first mechanical clocks which appeared in the late 13th century, up to the latest atomic clocks which scarcely miss a second in... three million years.

好各种各样的活动，对时间作出前后有序的计划就非常必要。

这样一来，围绕著赋予时间的意义和对它的各种各样的神化，在全世界产生了所有的文化。

今天，在有组织的社会里，更胜于以往的是，被日渐精密的机械所“驯服”，时间已成为控制社会的主要工具。

古代中国的农民满足于将时间分成月来计算天数，而今天，不对时间作出精确的定义，所有的社会与经济活动就无法发展。人们只要考虑一下用汽车、火车或飞机运输这件事，就能意识到我们现代社会里计量时间的重要性。

在所有的计量法中，最古老的总是最精确的。计时仪器，不管是日晷、古代滴漏计时器、水钟、13世纪末诞生的第一架机械钟，还是三百万年误差不到一秒的原子钟，都是装备最精密的仪器。







TO NAVIGATE PRECISELY

The pursuit of precision in time measurement has a long history which accelerated with the development of maritime trade from the 16th century onwards. Having embarked on the conquest of the oceans, the kingdoms of Europe offered fabulous rewards to anyone capable of improving determination of longitudes at sea, because many ships were unable to situate themselves when approaching coasts went down with their precious cargoes of gold, spices and goods gathered from the ports of the East and of South America.

Navigators obtained the exact latitude by observing the stars. However, determining the longitude required a relation with the meridian at the point of departure. The problem might be solved if, once on board, one knew the time in the place of departure, which could be compared with that in the place of observation. The difference of longitude between two points is equal to the difference of local times at these points.

Four minutes, difference between the original meridian and the place to be determined represent one degree, meaning eighty kilometres in the Atlantic, between Spain and America. Yet the first watches in the 16th century varied by around fifteen minutes per day!

Today a high-precision mechanical watch varies by only five or six seconds per day and an ordinary quartz watch by only one second.

We are thus faced with two instruments which share only the fact of giving the hour, the minute and the second, as well as maybe some other information such as the day, the date, the moon phase, etc.

The comparison between a mechanical watch and an all-electronic digital display watch stops there, as the technologies used involve mechanical engineering on the one hand, and physics and chemistry on the other. The two technologies are combined in the classical display using hands.

Progress in mechanical watches has generally been achieved by experienced and often mature men, while the quartz watch was generated from youthful minds not obsessed with respect for a longstanding tradition.

对计时精确的追求具有悠久历史，随著16世纪以来海上贸易的发展，这种追求的步伐也在加快。在开始了对海洋的征服之后，欧洲的诸多王国为任何能够在海上测定经度的人，提供了惊人的奖励，因为当许多船只载著从东方和南美的港口收集来的宝贵的金子、香料和别的货物靠岸时，都无法确定他们所在的方位。

航海家通过观测星星可以测定精确的纬度。然而，测定经度则需要借助始航点的子午线。如果上船时，人们知道出发地的时间，可以与观测地的时间相比较，也许问题就能迎刃而解。因为两地之间的经度之差等于两地的当地时间之差。

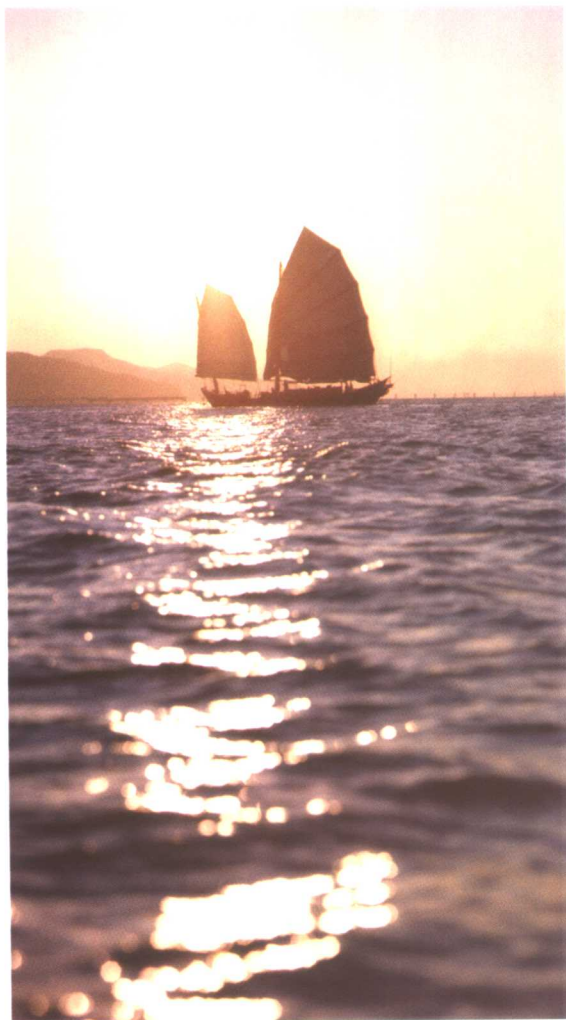
原地的子午线和需测定地点之间4分钟之差表示一度，在横跨西班牙和美国的大西洋里等于八十英里。但是16世纪最初诞生的表每天误差在十五分钟左右！

今天，一种高精确度的机械表每天的误差仅为五，六秒，而一只普通的石英表每天的误差只有一秒。

这样我们就面对两种计时器，它们同样只能显示时、分、秒，或许还能提供一些别的信息，比如星期、日、月等等。

机械表 and 全电子数字显示表的相似之处就在这里，因为制表所采用的工艺中，包括了机械工程和物理、化学工程。传统的指针显示将这两种工艺结合了起来。

经验丰富、成熟老练的人使机械表的制作工艺不断进步，而那些不拘泥于旧传统的年轻一代则发明了石英表。





FROM THE WHEEL
TO ELECTRONICS

