



BA111OD

Press Release

BA111OD's CHPTR_Δ: Redefining Time

Neuchâtel, March 2023 – The young brand BA111OD is very proud to launch during the watch fairs in Geneva its first manufacture complication, which brings an unprecedented reading of time! Developed and produced with the help of the highly renowned watchmaker from La Chaux-de-Fonds, Olivier Mory, CHPTR_Δ (pronounced Chapter Delta) brings a duality between the circular time of the minutes and the hypocycloidal time of the hours, enclosed in a triangle, in the foreground of the dial. This asymmetrical reading of time, which slows down and starts again, like a choreography, is part of another temporality, symbolizing the carousel of life.

« A hymn to Time that counts »

The brand's founder, Thomas Baillod, is proud to present BA111OD's first manufacture complication. While the minute hand travels around the dial in the usual way, the hour is indicated by a small dot following a hypocycloidal path within a triangle, creating a non-linear experience of time. "I particularly appreciate this aspect. Besides being mesmerizing, it's the symbolic aspect of life that fascinates me. Like those precious moments that last or slip away... the hour dot slows down and then speeds up again in a movement that appears irregular yet is perfectly calibrated and precise."



A hypocycloidal reading of time

This project, initially imagined by the designer Diego Böttger-Zevallos, turns out to be complex to realize. Thomas Baillod takes on the challenge. To ensure its technical development and production, he once again calls upon the brilliant watchmaker Olivier Mory, who is already responsible for the paternity of the BA111OD Chapter 4 Tourbillon. "There is hardly anything but the transcendent beauty of mathematics to obtain a triangle using only things that rotate in circles! And it is a discreet tribute to the several centuries-old use of the cycloid in watchmaking. Galileo, Newton, Huygens, Euler, Cantor or Roberval, to name but a handful, have all worked on the amazing properties of these curves," says Olivier Mory.



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Rather than simply rotating a hand around a central axis, the movement was designed to "roll" a satellite hour wheel around a fixed central hour wheel. When a wheel is rotated around another wheel, the trajectory described by any point on this satellite wheel is a cycloid. There are several types of cycloids, some of which have particular trajectories, depending on the size ratio between the fixed wheel and the satellite wheel, as well as whether the satellite wheel rotates inside or outside the fixed wheel.

In this new chapter for BA111OD, the chosen cycloid is a deltoid (with a ratio of 1/3), and as a result, the trajectory described by the tip of the hour hand is... a triangle.

A particular shape highly appreciated by BA111OD is the triangle. With its three legs, this geometric shape that rises up represents direction and determination. It symbolizes stability and balance. This balance echoes the brand's business model, which is based on three letters, BAC (Business → Afluendors → Clients), breaking with the linearity of traditional distribution (B2B, B2C). Even the name BA111OD incorporates the number 3, with its three 1's.

Conception, design, development, production, and assembly Swiss made: Between local collaborations and in-house work.

While very few watch brands have taken the step to develop their manufacture module, those who have done so are well-established and have already gained recognition. BA111OD stands out from the crowd. The young Neuchâtel-based brand has already embarked on this adventure, despite being founded just over 3 years ago, on 11.10.2019. However, according to its founder, this is a continuation of their philosophy, stating: "Since day one, BA111OD has been about a different way of looking at watchmaking. Today, we offer a new reading of time as well".

Accustomed to highlighting the artisans with whom he develops his models, Thomas Baillod is no exception in this case. He pays tribute to Diego Böttger-Zevallos, the initial designer of this movement, with an engraving of Module 09310 on the dial, which, when read backwards, offers a nice nod to this Neuchâtelois, as his first name can be discerned.

As with previous models, the design is handled by Liliane Murenzi, BA111OD's Senior Designer. It is she who gives the piece its sleek character and highlights its DNA through a play of transparencies, asymmetries, and subtle open zones on the movement at different levels, adding depth. All of this is enhanced by the contrast of circular polished-brushed and matte satin finishes. The CHPTR_Δ is available in three color variations: a gray version with blue accents, a black version with red accents, and a third version sporting a deep blue and its distinctive yellow dot.

Working for over a year on the technical development of this automatic winding mechanical movement, with the BA111OD 09310 module for hypocycloidal time reading, watchmaker designer from Chaux-de-Fonds, Olivier Mory, is also responsible for its production, while assembly is done in-house. Since fall 2022, BA111OD has its own watchmaking workshop, T2 (dial fitting, hands, casing) and T3 (bracelet fitting) in Neuchâtel. The brand also has its own after-sales service and logistics department.

This integration demonstrates its dynamism, its Neuchâtel roots, and enables it to control the entire creation process in-house, thus strengthening its autonomy.

Swiss made NFC Technology – the watch industry's first connected glass

BA111OD is proud to be the first watch brand to offer models with an NFC (Near Field Communication) connected sapphire glass, which allows for contactless communication between two devices in close range, within 1 cm. This technology provides a link between the physical watch and the digital world, but only if the customer desires. By scanning their watch, the NFC glass allows them to transmit their business card or any other predetermined link directly to the phone of their interlocutor.



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If the customer is an "afluendor" (a contraction of "Ambassadors, infLencers, and venDORs"), they even have the option to share their own BA111OD e-shop by scanning their watch, making it easier to recommend the brand following its innovative business model, which is based on we-commerce, the community-driven evolution of e-commerce. (cf. the dedicated press release for the brand: <https://ba111od.com/pages/pr-the-brand-2023>)

BA111OD is writing its own story in the big book of watchmaking, in its own way. While the industry positions the crown at 3 o'clock, the brand still places it at 4 o'clock. "We are one hour ahead of the industry," Thomas Baillod jokes. Today, the young brand is redefining its approach to time with its first in-house manufactured complication.

The three models will be available exclusively for 24 hours to the BA111OD community through Afluendors' stores at the special launch price of CHF 2,220 on March 22, 2023 at 11:10 am. After that, these pieces will be available on the website www.ba111od.com and in Afluendors' stores for CHF 2,420 starting from March 23. The first deliveries are scheduled for Q4 2023.

CHPTR_Δ – technical specifications

<u>TECHNOLOGY</u>	ID Glass technology with an NFC tag, non-invasive, inserted only into the curved sapphire glass, with a bespoke concierge service. BA111OD is the first watchmaker to have used an NFC-connected glass.
<u>Case</u>	Stainless steel 316L anti-allergic, 44mm Transparent caseback
<u>Crown</u>	At 4 o'clock (brand signature), engraved with the BA111OD emblem
<u>Glass</u>	Domed sapphire crystal with antireflection treatment
<u>Dial</u>	Satin matte steel with multiple levels and laser engraving Faceted triangle in polished steel Versions: <ul style="list-style-type: none">- Grey with blue dot- Black with red dot- Blue with yellow dot
<u>Movement</u>	Swiss made mechanical movement with automatic winding, BA111OD-manufactured module 09310 with hypocycloidal time display (based on Soprod M100).
<u>Functions</u>	Hour-Minute Date at 2h
<u>Power reserve</u>	42 hours
<u>Strap</u>	Rubber strap with easy-clip system
<u>Water resistance</u>	5 atm
<u>Warranty</u>	2 years

LINK TO DOWNLOAD HD PICTURES:

https://ba111od.com/pages/pr_chptr_delta



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BA111OD x Estelle Lagarde, in support of the Lire et Écrire Association - Time to Watches Show, Saturday April 1st, 2023.

French artist Estelle Lagarde, known for her gouache paintings and designs, will be present at the Time to Watches show on Saturday, April 1st. She will create a unique artwork in collaboration with BA111OD live at the event from 1pm to 3pm. The gouache painting will be auctioned off on site during the event, along with a manufactured complication launched by the brand specifically for this show, called CHPTR_Δ. The proceeds from the auction and the sale of the model will be donated to the Lire et Écrire Association

Estelle Lagarde and Thomas Baillod, story of a friendship

"The meeting with Thomas Baillod dates back to 2019. It was a gift on my journey. He was a great source of inspiration for me. I met him at the beginning of my business. He reassured me, but above all, he made me want to believe that things were possible," Estelle confides. The collaboration was so good that she created the first visual for the Chapter 4.1 The Veblen Dilemma Tourbillon, which was unveiled on the brand's 2nd anniversary on 11.10.2021. The visual of this gouache painting circulated on social media, thanks to perfectly orchestrated communication from both sides. It was also the trigger for the first pre-orders of this iconic model. The experience was repeated with the brand's first women's complicated watch, the Chapter 4.2 Lily Tourbillon, and today Estelle Lagarde is delighted to continue this fruitful collaboration for the launch of the CHPTR_Δ.

Lire et Écrire Association

In Switzerland, 1 out of 6 people struggle with basic skills. The Lire et Écrire Association, founded in 1988, offers reading and writing courses for adults.

The business model of Thomas Baillod was not initially intended to become a brand, but after much reflection, BA111OD is now writing its story within the grand book of Horology. Today, the young brand is redefining its approach to time with its first manufactured complication, which offers a new way of reading time, suspending precious moments before continuing on its wild course.

This is somewhat reminiscent of the Lire et Écrire Association, which reaches out to support people and help them gain autonomy, because "knowing how to read and write is freedom!"

FOR MORE INFORMATION / INTERVIEW REQUESTS, PLEASE CONTACT:

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