

Press Release: **Embargo Until 11/29/2018**

Laco Auxiliary Observer RAD-AUX Timepiece

REF: RAD-AUX - 862143
ISSUED: TYPE-F DIAL
VAULT #43/OVERSEER



**A Unique Artifact from
an Alternate Reality**

A BLOG TO
WATCH

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Laco
1925

WATCHGANG
U.S. Market Distributor

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The Laco RAD-AUX watch is a unique and detailed artifact inspired by the Fallout gaming universe.

Greetings Vault Residents! 25 Years have passed since total nuclear annihilation, and today you set forth to begin the important task of repopulating the planet. To survive the dangers and trials that await you, you'll need the right equipment. Your Personal Information Processor, or "Pip-Boy" will serve as your primary survival tool—but always be sure to carry a backup!

Be sure to keep your Laco "RAD-AUX" Auxiliary Observer with you at all times. Should your Pip-Boy ever cease to function, your RAD-AUX can be used in conjunction with a separate rad meter to calculate and time your exposure to radiation. Laco's watches have been engineered for pilots, people or war, and in the end, society's best and brightest right here in the vault.

And batteries are never necessary! As long as you keep moving, the RAD-AUX will stay wound, taking power from your mobility.

Happy Surviving out there—*time is on your side!*

The previous statement demonstrates how the Laco RAD-AUX timepiece might exist in the Fallout gaming universe. Inspired by the popular post-apocalyptic series by Bethesda Game Studios, the Laco RAD-AUX celebrates the creativity and storytelling in modern gaming. It's also able to link the fictional universe to a tangible item, and watch collectors love a piece with a story.

Although this product has no official relationship with Bethesda Game Studios, it honors the extremely detailed world they'll be building on once again with the 2018 release of Fallout 76. Fallout was originally debuted by Interplay Studios in 1997, which took direction from their 1988 title "Wasteland".

Ariel Adams—founder of the wrist watch review magazine aBlogtoWatch—recalls playing the original Fallout game in 1997 as a teenager. Today he and ABTW contributor/designer Matt Smith-Johnson bring to life a collector-intended creation that melds two universes they enjoy.



Ariel and Matt were given a unique opportunity to develop a watch with the historic German brand. Matt was inspired to make a watch that told a story outside of reality, and Ariel had the perfect direction (and lore) to link it to.

“It wasn’t difficult to imagine a watch that myself and other enthusiasts would like—What was difficult was creating something beautiful, unique, and inspired that didn’t feel like a mere Fallout souvenir.” Recalls Ariel.

“I wanted a watch that enthusiasts and fans could actually wear, without being exclusively for cosplay. Although you could do that too.” Adds Matt.

Matt Smith-Johnson and Ariel Adams realized that a satisfying combination of their interests (fine timepieces and high-quality video game adventures) needed to equally fit into both worlds.



Wrist watch lovers can immediately appreciate the design of a real tool item—albeit one for stoking their own fantasies. The Auxiliary Observer is an authentic professional-grade tool with a design inspired by the design history of Laco, and mechanical military watches from the mid-20th century. Laco is known for military and tool-grade watches, but what made them perfect for this concept was their Erbstück series and their unique ability to age watches.

Prompted by the fascination many watch collectors have with vintage and antique timepieces, LACO Erbstück products are hand-worn like designer jeans in order to offer the “patinated” look of age and wear. Laco’s Erbstück department applies their proprietary aging process to each RAD-AUX watch to make it appear as though it has aged over decades of use throughout the wastelands.

This limited edition release also comes with a selection of other hand aged items and packaging that link it back to the lore and logic of the Fallout universe. “If you care to delve deeper into the story of the alternate reality this watch comes from, you can follow some of the breadcrumbs we’ve left for you as a guide. Otherwise it’s just a really cool presentation you’ll want to hang on to, or even display.” Notes Matt.

Ariel Adams & Matt Smith-Johnson chose Laco’s core competencies as a starting point to create this “wearable piece of conceptual art” as stated by a member of Laco’s United States operations team. The entire Laco RAD-AUX watch concept, design, and marketing materials were conceived and developed over a two month period by Matt Smith-Johnson and Ariel Adams—an exciting first for them both.

Ariel Adams of aBlogtoWatch - who has been professionally writing about high-quality timepieces since 2007 - comments that “for a while now I’ve felt it was time for me to participate not only in the critique of watches, but also their creation. If I’m continually given the opportunity to do so, I’m excited to develop a truly prolific legacy of items I know many of my fellow watch lovers will enjoy. My hope is that the people who learn about this watch mainly due to their interest in the Fallout computer game series will recognize how people who like timepieces also share appreciation for details and rich story-telling.”

Matt Smith-Johnson comments, “I’ve been a designer professionally for 14 years now, and although I have dabbled in watches here and there, this project was something special. I got to nerd out and perfect every little detail for the watch, the strap, the artifacts, and the packaging. It took hundreds of hours of effort in a short space of time—but my energy and passion for this project never ran out. I know how the details are appreciated by collectors in the end, and that’s thrilling to me.”

The Laco RAD-AUX will be released as a limited run of 143 pieces. Each set includes an individually hand aged RAD-AUX watch with matching strap, aged metal container, and a selection of additional artifacts that help this piece tell a story. Although entirely original in design, the details on the watch pay homage to the Fallout universe that inspired them. Like the accurate and darkly-humorous caseback engraving, which serves as a quick guide to rad-exposure and personal harm. “We also injected a bit of watch-making history into the design, in a way that fits with the concept” says Matt. “In this alternate universe, history takes a different route, which would have also reshaped the history of watchmaking.”

You can secure your own Laco Auxiliary Observer “RAD-AUX” for **\$2,950 USD** through Laco’s U.S. distributor, WatchGang. Pre-ordering opens **December 4th, 2018** at Laco-143.com

ablogtowatch.com / laco-watches.com





Laco RAD-AUX Specifications:

- Mechanical (automatic) watch
- 28,800 Alterations per hour (4Hz)
- Swiss caliber ETA 2824.2 (25 jewels)
- 38 Hours power reserve
- Hacking seconds
- Stainless steel case (42mm x 13mm)
- 20mm lug width
- Sapphire crystal with A/R coating
- Price will be \$2,950 USD
- Limited to 143 Pieces

The Laco Auxiliary Observer, or “RAD-AUX”, was created specially for the U.S. market. Taking inspiration from the Fallout gaming series, the RAD-AUX is a partial redundancy for the ‘Pip-Boy’ wrist computer. With this watch, you can time your radiation exposure when exploring the wastelands beyond your vault. Originally issued to Vault #43, this watch has seen years of hard use, and certainly has a story to tell.

The watch is manufactured and hand-aged in Pforzheim Germany, containing a high-grade Swiss movement. All other components, including the box, strap and various artifacts that accompany it, are manufactured within North America.

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