

## **THE HOUSE OF YESLAM**

THE DEMANDS OF TODAY'S WORLD

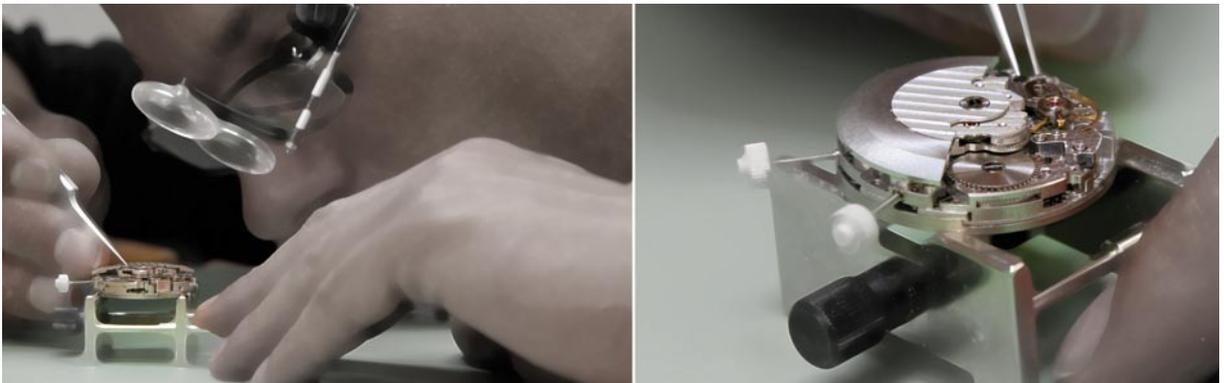
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### **Swiss Watchmaking Workshop**

In order to create exclusive timekeeping instruments, the pre-eminence of which meet the demands of its prestigious clientele, Yeslam inaugurated a workshop dedicated to luxury watch making in the summer of 2006.

Located in the heart of Geneva, it houses a team of expert watchmakers who apply the same traditional and rigorous standards of excellence as those which made Geneva world-famous for fine, innovative and precise timepieces. Thus, every exceptional watch, including those with multiple complications signed by Yeslam® is subject to the greatest attention, each of its components being meticulously worked and decorated before it is finally assembled.

With this new workshop, Yeslam has written the first pages of a long history that will assuredly be illustrated by many masterpieces of ingenuity and creativity: the 2007 collection is composed of Flying Tourbillon, Moon phase, Réveil Dual time, exceptional pieces engraved with arabescs or set with full size diamonds...



## The AVIATOR

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# The ONE and ONLY ! a watch that calculates TAS

In history, man has always been fascinated with two virtually unreachable concepts, time and free flight.  
The watch and an airplane are as close as we can get to either.

Many watch manufacturers have tried to combine the two, with various results. Some have watches that look like airplane instruments, others have pictures of an airplane, but never has one been able to invent a watch for this useful function.

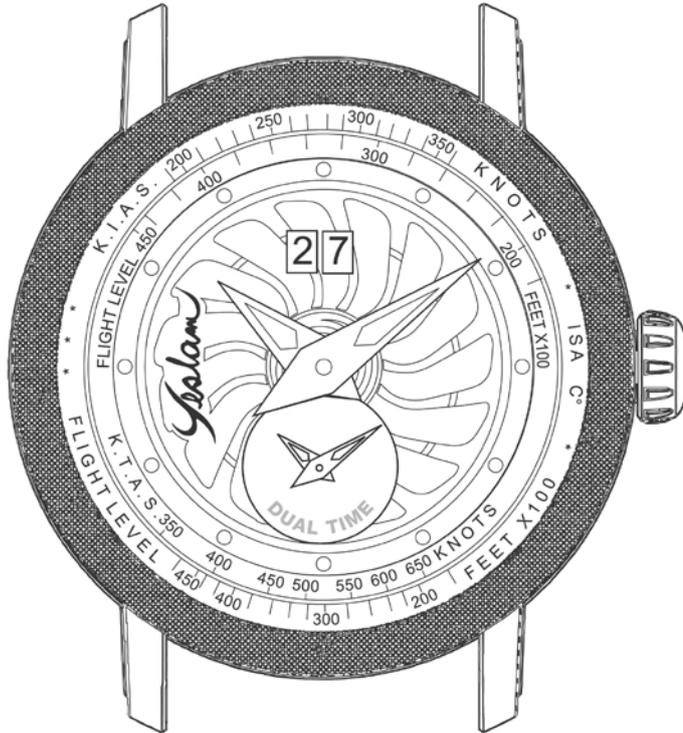
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YESLAM® is proud to introduce

## The AVIATOR

*A timepiece by and for pilots*

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## **The AVIATOR**

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**This watch has an integrated flight computer\*1) that can be used for in flight calculations as well as flight planning calculations of the True airspeed, TAS for a virtually unlimited\*2) amount of combinations of flight levels and indicated airspeed. With just one turn of the bezel.**

### **How did this come about?**

The designer is an experienced pilot himself. He holds multiple type ratings on Learjet and Cessna business jets, among others. He has accumulated over 3500 hours of flight time experience, almost all on jets. Never stopping to invent and design beautiful things, this time he wanted to combine the beautiful with the useful.

After many months of experimenting and many trials, even a test flight wasn't shunned, he invented something truly remarkable:

## **The AVIATOR** **a watch that will give True airspeed for any combination of flight level (altitude) and Indicated airspeed\*2)**

With the up rise and integration of electronic and satellite navigation, the calculation of True airspeed became less and less necessary, but every pilot has and needs a watch.

One thing will never change, we will always be flying through air and there for we will always have an Indicated airspeed and a True airspeed. One equally important as and useless without the other! It is this gap between practice and theory that made for this intriguing invention.

Based on the ICAO model of the International Standard Atmosphere (ISA), this watch will approximate the True airspeed for every combination of Indicated airspeed and flight level possible\*2), within 5 knots. This margin is due to physical limitations of the size of the watch and human error.

Not only is its use made for the aviation industry, its appearance has everything to do with aviation as well. From the obvious, the beautifully engraved fan blades in the dial and the overall look simulating a jet engine, to the less obvious, the use of the materials.

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\*1) The term "flight computer" is used solemnly to indicate the computing possibilities of this watch and shall in no means be interpreted as an actual flight computer.

\*2) possibilities limited by; flight levels between 18'000 and 46'000 feet and IAS between 180 and 370

## The AVIATOR

YESLAM AVIATOR PRESS RELEASE

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Six months of hard work to make the Aviator a reality. The aviation industry always had big technological needs. Research for materials and reliability of the instrumentation constitute two major axes than directed one of the most impressive technical evolutions that humanity knew.

It makes no surprise that the two worlds of aviation and watch-making has common synergies. The exchange of discoveries and skills being profitable to both worlds. So the watchmakers benefited from aerospace researches which allowed them to appropriate materials such as the titanium, carbon fibers and ceramics. On the other hand, watch-making proposes for more than half a century watches, certainly intended for the airmen, but who are very often only the fruit of an adaptation in terms of legibility or handiness.

If The Aviator is the first watch to supply an indication specifically useful for the piloting of aircrafts, it is certainly not a fate. Her inventor indeed adds up more than 3500 hours of flight time on various types of aircraft. Thanks to his experience and his watch-making activity, he saws that a gap exists of what is on offer in the watch-making industry.

And so was born the idea to create "The Aviator", first watch able to calculate the true airspeed of an airplane.

The speed indicated by the instrumentation of a jet (I.A.S Indicated Air Speed) does not correspond to its real speed (True Air Speed). This measure is modified by the height and temperature at



which travels the plane because they have a direct influence on the density of the air. This has naturally a significant incidence on the duration of a flight with all the evident consequences which it can have for organization and navigation.

Naturally today's airplanes are all equipped with integrated flight computer which calculates exactly the true airspeed of an airplane. However, the electronic breakdowns of the instrumentation do not constitute an extremely rare phenomenon. Furthermore, it can also be useful to anticipate - even before being

## **The AVIATOR**

YESLAM AVIATOR PRESS RELEASE ( CONTINUATION )

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on board - a schedule of flight. Here were two of the main reasons that drove to the development of a mechanism of bi directional rotating bezels allowing to perform in an instant this calculation. For that purpose, it was necessary to create a complex graduation, this one not being linear. The result is an international patent.

Most of the existing rotating bezels are invented for divers, hence their rotation is unidirectional and rotate 360°. For The Aviator, it was necessary to imagine a new construction whereby the bezel of The Aviator align themselves exactly in front of the graduations. The rotation is bidirectional and has an angular limit to its movement. The set can be disassembled entirely to guarantee an irreproachable maintenance. The sobriety of the aspect of The Aviator hides the big complexity of its case. Aerospace industry materials such as titanium and ceramic were used.

As usual at Yeslam, dials are produced in a single block in the heart of the workshop of the brand according to a unique and exclusive process.

In the gold and Titanium versions, the dial is an openwork letting appear disks and cogs of the mechanism of big date. The motive evoks the fans of a reactor and is decorated with "côtes de Genève" in helixes by the technicians of the brand for this model. The luxurious colour anthracite of these is obtained by treatment with electrolysis in black rhodium made possible by the recent opening of a workshop of galvanoplasty. The construction staged bezel, dial and movement give to The Aviator the balanced

perspectives evoking the volume and the depth of the engines of jets.

Available in steel with vulcanized rubber "surmoulage" of the bezel or in titanium with pink or white gold 750, The Aviator is adorned with a thick bracelet drilled in calf closed by a folding clasp.

According to the versions, The Aviator contains a mechanical automatic movement indicating the date, the day, the month and moon phases or the date as well as a second time zone "indispensable" to the travellers many of whom are pilots.

Conceived to be a supplementary instrument for the use of the aeronautic professionals, The Aviator is not less than an invitation to the dream. As the one to fly over the miracles of this world for example.

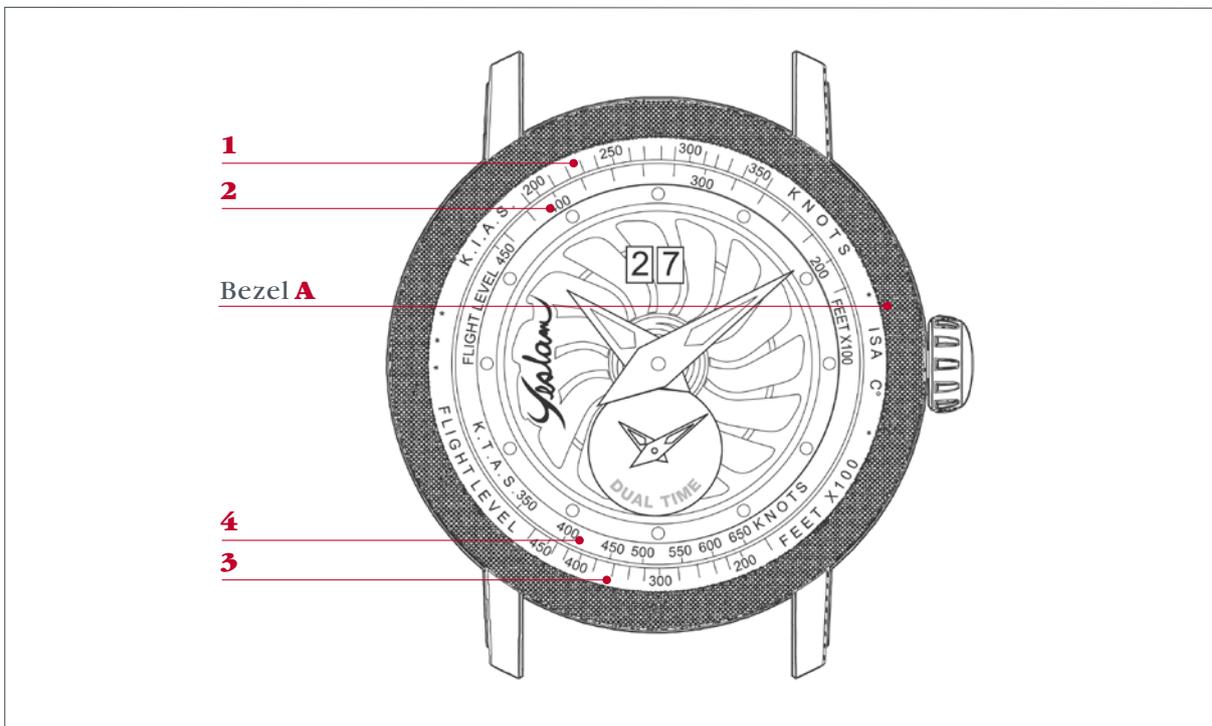
## The AVIATOR

### FINDING THE TRUE AIRSPEED ( TAS )

Turn the outside Bezel **A** until you position your indicated airspeed in nautical miles ( KIAS ) ( indicator **1** ) against the Altitude ( Flight level ) in 100 of feet ( indicator **2** ). In this example: Indicated Airspeed KIAS of 210 and Altitude 40,000 feet ( FL 400 ).

To find your True Airspeed, read on the opposite side your altitude ( FL ) ( indicator **3** ) and against it you can read your True Air Speed ( KTAS ) ( indicator **4** ). In this example: KIAS 210 –FL 400 – KTAS 420.

**Keep in mind that these values are based on International Standard Atmosphere temperatures. Therefore the actual True Air Speed may differ from the one found on the watch. Always use approved methods for calculation of the actual True Air Speed and associated performance. Please read the disclaimer.**



## The AVIATOR

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ref 250393550074

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Modle	Aviator
Reference	<ul style="list-style-type: none"><li>• 250393450074 - Stainless steel</li><li>• 250393550074 - Titanium and rose gold 750</li><li>• 250393650074 - Titanium and white gold 750</li></ul>
Mouvement	Automatic + 2 <sup>nd</sup> time zone and big date module
Frequency	4Hz
Power reserve	42H
Case	<ul style="list-style-type: none"><li>• 44mm stainless steel/rubber</li><li>• 44mm titanium and rose gold 750</li><li>• 44mm titanium and white gold 750</li></ul>
Dial	Engraving and opening through an exclusive machining process
Crystal	Sapphire with anti reflective treatment
Water-resistance	50m (5ATM)
Strap	Calf with folding clasp

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