
IWC SCHAFFHAUSEN OFFERS CUSTOMISED GUIDED VIRTUAL TOURS

Schaffhausen, August 18, 2020 – An exciting new virtual experience will enable watch enthusiasts to explore IWC's headquarters from their own homes. Via a live stream from Schaffhausen, visitors will be able to take a customised tour of the museum and manufacturing centre, as well as observe first-hand a watchmaker at work, using the Swiss company's innovative new Cyberloupe technology.

Offering the same insight enjoyed on the ever-popular in-person tours, each virtual journey will be adapted to the specific interests of guests and narrated in real-time by knowledgeable guides. A highly interactive and unique experience, the tours' ease and convenience will open up IWC's world and its iconic timepieces to more people than ever before.

"With these newly developed virtual tours, visitors will go on an interactive, personalised and memorable journey of discovery, bringing them as close as possible to our home in Schaffhausen, no matter where they may be. Not only will they gain exciting insights into our history and the complex engineering behind our timepieces, but they will also be immersed into the world of IWC in a completely new way," explains Christoph Grainger-Herr, CEO of IWC Schaffhausen.

A CUSTOMISED LOOK INTO IWC

The journey begins with an introduction to the brand's rich history before a guide welcomes guests to the manufacturing centre. Short videos with live commentary and video links to different departments place visitors at the heart of the watchmaking process. From the production of movement parts, to cases and assembly, every significant step is covered. Guides also offer a deep-dive into more specific topics like mechanical decoration or advanced case materials, if desired.

BE THE WATCHMAKER

IWC's patented Cyberloupe technology delivers another tour highlight. The specially developed version of a watchmaker's magnifying glass features an integrated camera and network connection, allowing visitors to stream the watchmaker's viewpoint in real-time to their screens. An unprecedented way to explore the inner workings of a movement or learn about complications, the Cyberloupe allows online visitors a fascinating look at IWC's intricate work.

A HI-TECH TOUR OF A CUTTING-EDGE FACILITY

Exploring IWC's manufacturing centre online using such up-to-date digital technology suits the building perfectly. Inaugurated in 2018, the factory reflects the same blend of tradition and modern production methods championed by founder Florentine Ariosto Jones in 1868. State-of-the-art machinery and meticulous handcraftsmanship are brought together under one roof. Similarly, the virtual tours rely on modern communication channels to enable visitors from anywhere in the world to discover the brand's heritage and future at just the touch of a button.

The new virtual tours will be available from September 28th, via IWC official retail partners and IWC boutiques exclusively.

IWC SCHAFFHAUSEN

In 1868, the American watchmaker and entrepreneur Florentine Ariosto Jones travelled from Boston to Switzerland and founded the 'International Watch Company' in Schaffhausen. His visionary dream was to combine advanced American manufacturing methods with the craftsmanship of Swiss watchmakers to make the best pocket watches of his time. In doing so, he not only laid the foundation for IWC's unique engineering approach but also established the centralised production of mechanical watches in Switzerland.

Over its 150 year history, IWC Schaffhausen has developed a reputation for creating functional complications, especially chronographs and calendars, which are ingenious, robust, and easy for customers to use. A pioneer in the use of titanium and ceramics, IWC today specialises in highly engineered technical watch cases manufactured from advanced materials, such as titanium-aluminide and Ceratanium®. Preferring the principle of "form follows function" over decoration, the Swiss watch manufacturer's timeless creations embody their owners' dreams and ambitions as they journey through life.

IWC sources materials responsibly and takes action to minimise its impact on the environment, creating intrinsically sustainable timepieces that are built to last for generations. The company prides itself in training its own future watchmakers and engineers, as well as offering an excellent working environment for all employees. IWC also partners with organisations that work globally to support children and young people.

DOWNLOADS

More information about the upcoming virtual tours of IWC Schaffhausen can be found at press.iwc.com.

FURTHER INFORMATION

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