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New Sundial Watch Turns Back the Hands of Time. Literally.

Summary: A new limited-edition timepiece—The Sundial Watch—harks back to the ancient sun-and-shadow method of telling time by restoring the hour hand to a place of prominence on the watch face. This daring concept has the jewelry world astir.

Miami, Florida - Just when you thought you figured out whether you prefer a digital watch face or a conventional one, along comes a new (well, perhaps not so new) method of time-telling that challenges them both. And with impressive credentials, too.

It's The Sundial Watch from Zinom. Forget for a moment what you know about telling time. Now imagine a watch face—an elegant one at that—whose hour hand assumes the leading role as the big hand, and whose smaller minute and second hands make their rounds on an inner dial. Intriguing, isn't it?

Well, there's good reason for this, claims the watch's creator/designer Eduardo Resende. He asserts his hour-accentuated format helps today's time-pressed wearers see the bigger hourly picture, letting life proceed at the enjoyable pace it was meant to. And according to Resende, after a brief getting-used-to period, it works. "People who have worn The Sundial Watch just a few times tell me they will never go back to conventional timekeeping again," he says.

Another reason for the watch's initial success is its fashion allure. Trend seekers are eagerly snapping up the timepiece, as much for its conversation-starting uniqueness as its innovative functionality and stylish design. And its appeal spans the ages in another respect, too. It's as popular among teens and kids as it is among adults.

Zinom has not skimped on quality, either. Its watches are precision crafted with a Swiss-made Ronda jeweled quartz movement, set in a refined brass case, plated with multiple microns of 23K gold. The stainless steel back and genuine leather band complete a timepiece of noteworthy originality and appeal.

The Sundial Watch sells for \$250 and is available in two Unisex models—backed by a one-year warranty and a 30-day money-back guarantee. For more information visit www.zinom.com or call **305-752-4631**. Dealer inquiries are welcome.

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