

# Winder *Mobility*

LOOK FOR ROTATOR-MAKER ORBITA'S TRAVELING ROAD SHOW AT A RETAILER NEAR YOU

A good automatic wristwatch only requires the minimum of maintenance every few years depending on intensity of wear and complications. A man on the go for business or for pleasure can be sized up by his one functional accessory, his wristwatch. Quartz watches need the periodic battery change, and hand-winding mechanicals demand fairly consistent attention from the wearer—more than some would like to give.

One device to ease the automatic wristwatch wearer's work in maintaining his primary accessory is a watch winder. Any collec-

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This summer marks the beginning of the Orbita Watch Winder Road Show. Look for it at a retailer near you.

tor or mere wearer with multiple watches who likes to keep his style fluid, or who needs different functions on a regular basis, will find a winder quite useful. Watch winders keep your automatic wristwatch running at the peak of its power without tapping into the reserve. Especially for a timepiece with multiple calendar complications that might be a hassle to reset before each use, a watch winder is essential.

Orbita, a North-Carolina-based maker of watch winders, understands these concerns. To address these issues, and as a service to all watch buyers, Orbita this summer is on the road.

In an effort to educate consumers—and of course to enhance sales—Orbita will be showing up at your local fine wristwatch retailer. But that's not all. For Orbita, showing up at your local retailer does not mean a company representative walking around in a suit, giving facts and numbers about a product. This summer and fall mark the beginning of the Orbita Watch Winder Road Show, an extravaganza on wheels rolling into a retailer's parking lot.

More than just a show, the Orbita event has a three-fold agenda to give its pavement pounding a purpose. First, the Road Show is an effort to present the complete Or-

bita product line to the consumer in an accessible and tangible way. Web sites and print catalogs can only go so far and display such a limited view of each product. A traveling showroom solves that problem and engages the consumer personally with the product.

The second motivation for hitting the road is to train the sales staff at each retail location to better understand Orbita products.

This benefits future customers who might not be able to make it to one of the Road Shows. The more the retail store staff knows about Orbita, the greater chance the customer has of understanding the value in a quality winder and



The Orbita Watch Winder Road Show takes place in this luxury facility. The trailer is a fully carpeted, air-conditioned luxury environment powered by its own generator. It includes a liquid-display DVD player for screening videos of watch-movement intricacies.



## 2007 ROADSHOW SCHEDULE

DATE	LOCATION	RETAILER
08/27/07 - 09/07/07	Auburn, IN	Kruse Car Auction
09/10/07 - 09/14/07	Ohio & Michigan	Picciones, Tappers (MI) Diamond Cellar (OH)
10/11/07 - 10/13/07	Utah	J. Brooks Jewelers
10/25/07 - 10/27/07	Arizona	E.D. Marshall
11/30/07 - 12/2/07	California	C.H. Premier
12/10/07 - 12/21/07	California	Jackson Square
November (TBA)	Washington	World Lux

the basic care and maintenance of a fine wristwatch.

The third and final point is that being on the road in this fashion gives the people at Orbita a chance to contact and interact with representatives of other watch companies that might not make it to a larger event like BaselWorld.

### See the trailer

The main attraction of the Road Show is Orbita's custom-built trailer. Transported behind a sapphire-black Dodge Ram is the black and silvery shining trailer,

a product of Wells Cargo in Waycross, Georgia. Twenty-four feet long by eight feet wide and high, what looks like a mild-mannered trailer houses a moving watch winder gallery. The steel back door opens down to serve as a walkway to the mahogany doors. The polished wood is a theme of style and warmth that runs through the whole interior of the gallery, with walls and counters made from cherry.

A luxury facility inviting to the browsing and curious consumer, the trailer is a fully carpeted,

air-conditioned luxury environment powered by its own generator. It also includes a 24-inch liquid-display DVD player for screening videos of watch-movement intricacies. An awning on the side of the trailer extends for outside event activities.

The trade show experience is here streamlined on wheels. It can in many cases complement an event staged by the retailer, whether specifically for this purpose or in conjunction with other promotions. See the schedule above for a location near you. ☺