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17.04.09, 16:56
VAN REE: DNA watch

Van Ree presents the first watch ever to store the DNA of its owner

Press release



This exclusive mechanical timepiece with its outstanding self-winding movement contains actual physical DNA in a special, sapphire see-through compartment at 4 o'clock in the watchcase. A section of the owner's unique genetic code is engraved on a ring surrounding the movement, as well as on the back glass.

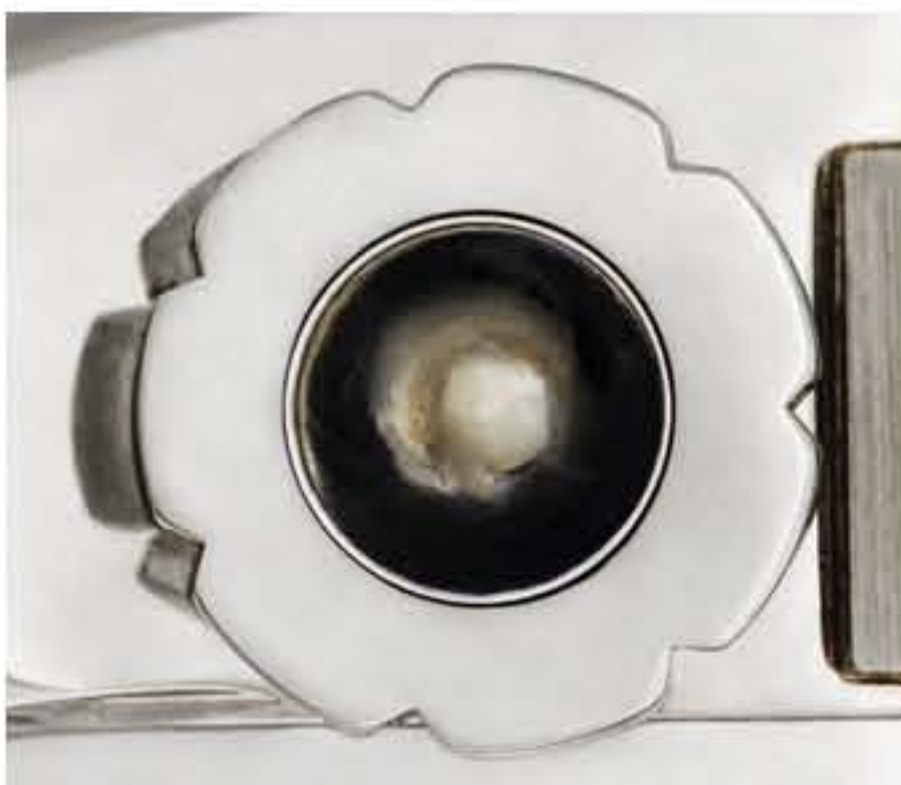
It is guaranteed by nature that no two watches will ever bear the same code!

DNA

The 'secret of life' is a molecule called Deoxyribonucleic Acid, which is abbreviated as DNA. This essential molecule carries the complete genetic instructions for life - codes for processes that we are dependent on for our survival - as well as passing on characteristics from one generation to the next. DNA defines what we are, and who we are. It forms the individual blueprint of each and every living organism, and the underlying cause for the saying "it runs in the family".

VAN REE & DNA

Van Ree Personal DNA watch is a completely new way to preserve your genes for generations to come. Your cells with DNA are collected from your saliva in the store where your watch is purchased. The store personnel are trained to collect a sample of your saliva; a simple procedure that is done in a matter of seconds. To process the DNA, your saliva is sent to our biotechnology lab, where your DNA profile is determined in order to provide the truly unique, personal DNA code: a sequence of the nucleic acids (C,T,A,G) in a specific DNA region. Also, your DNA fragments are run through a gel, which provides a typical and unique pattern. This pattern actually visualizes one's DNA profile. The DNA itself will be transformed into a visible and durable crystal. DNA code, pattern and crystal will be incorporated in your watch by the Van Ree Watchmaking Department.



It is important to note that no medical information can be retrieved from these analyses. The DNA analysis does not contain information about hereditary diseases or conditions. It merely serves to produce a DNA fingerprint.

PROOF OF DNA

- Each Van Ree DNA timepiece bears visible proof of the owner's DNA:
- The compartment at 4 o'clock visibly marks the location of the physical DNA sample inside the watch.
 - Each timepiece shows the owner's name and personal DNA code is engraved around the movement.
 - The DNA pattern of the owner's individual genetic code is engraved in the sapphire back glass.

Daniël van Ree personally inspects each watch during each phase. After being approved by him, the Personal DNA watch is sent to the shop where it was purchased, where it will soon be reunited with its proud owner. It is guaranteed by nature that no two watches will ever bear the same code!

Case

Van Ree has created a beautiful classic watch. The robust, round watch case is traditional yet fresh. The 12 o'clock position in the bezel is marked with a triangular, V-shaped notch, a reference to the brand name. This V-shape visually returns in the ridge of the crown, the DNA crown and in the ring surrounding the sapphire glass back.

Movement

The automatic movement displays hours, minutes and seconds. The watch also features retrograde date and has a power reserve index. Its functions can be regulated by hand. Important detail: each timepiece shows the owner's name and personal DNA code engraved around the movement.

Dial

The dial of the watch is available in contemporary and visionary colours. The attention to detail led to select colours with contrasting index coloration, elegant numbers and clear indexes. In this model the dial has an opening, which allows for a visual integration of the mechanical movement. Time is displayed through a distinguished, classic hour and minute hand. Power-reserve and date have smaller but clearly visible straight hands. Furthermore the dial shows the words 'Personal DNA'.

See-through back

The timepiece is topped by a double-coated, scratch-free sapphire glass, which is also anti-reflective. The same applies to the back, which shows the automatic movement. The pattern of the owner's individual genetic code is engraved in the sapphire back glass.



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