

# YES WATCH: A BETTER WAY TO KEEP TIME

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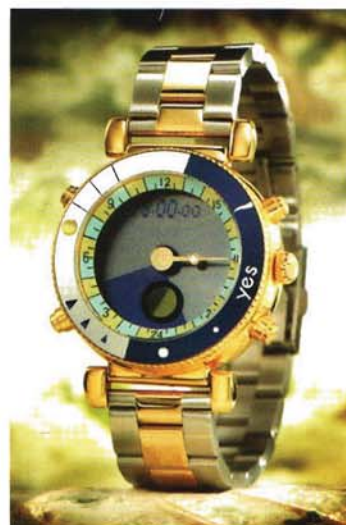
Before the invention and evolution of timekeeping devices, there was, to state it in its most simplistic terms, time. The simple and easily understood (or not) concept of night and day! Simple? Indeed! There was a sunrise and a sunset, each with a corresponding period of light and dark; the former being a "time" for toil, the latter a "time" for rest. And that's about it. As a result, the dawn of civilization surely found humankind in complete synchronization with the natural rhythms of mother earth — with time being no more than an intuitive notion. Fast forward a few thousand years and things began to change. As civilization progressed, the idea of time as a unit of measurement took hold — there were Egyptian water clocks, sundials and a host of other inventions, all created with the same goal in mind — to quantify time.

These were relatively simple devices, still based on the fundamental idea of night and day, and the human race was still relatively in tune with mother earth. The view of using units of measure such as the hour to define time slowly began to evolve. Somewhere along the line, with the help of great astronomers such as Copernicus and Galileo, we learned that the earth rotated around the sun. With the likes of Julius Caesar and Pope Gregory XII and countless political and religious battles over the centuries, we somehow ended up with a 365-day year and a 24-hour day, with an hour being defined as 60

minutes and each minute divided into 60 seconds (which has something to do with the geometry invented by Euclid and no one is really sure how we got here). This is far from a perfect system, as it requires periodic adjustments; and mankind, it can be argued, is no longer in sync with rhythms of planet earth at all.

Now we have all kinds of timekeeping devices: clocks, chronometers, wristwatches, pocket watches, stopwatches, and pendant watches — of both the mechanical and quartz variety. Everything tells time these days: cell phones, computers, palm pilots, TV sets, and talking Global Positioning Systems in our automobiles — and these devices all seem to be converging. We measure time in nano-seconds and I am sure in many places that is still way too slow. In most of what we fondly refer to as the civilized world, we continue to put a greater emphasis on time — there is never enough of it. In the end, "Time is Money" and we are told we need all we can get of both.

We are moving ever deeper into the 21st Century, and who knows what will happen next. Perhaps all modern technology may be miniaturized and crammed into a small device you can wear on your wrist. In the end, the wristwatch may be the ultimate technological device and [hr:WATCHES](#) may be the only magazine you'll ever need to read. While that day has not arrived, Bjorn Kartomten, the



founder of Wild Seed Incorporated, has developed some innovative new watches that incorporate all the functionality of time with artfully designed cases and bracelets while promoting a healthy interaction between the wearer and the natural rhythms of the environment. The YES World Watch Collection is the first to fully utilize quartz and chip technology while offering real improvements in how we look at time.

## HOW IT WORKS

Instead of two hands that keep hours and minutes, the YES World Watch has one solar hand that circles every 24 hours and points to time on the surrounding dial with 12 o'clock noon on top and 24 midnight on the bottom. Instead of a watch face with numbers, the YES World Watch has an LCD display that shows you the length of day and night. At a glance you can tell times of sunrise and sunset, how much daylight is left and when the day begins for wherever you happen to be. The smaller circle in the bottom half shows the lunar phase. YES Watches are pre-programmed for 500 cities worldwide, and they automatically adjust for daylight saving time. If you are in a remote area, the watches can be manually programmed using longitude and latitude.

All equinox and solstice dates are pre-programmed through the year 2050 with the LCD display flashing at the top of every hour on every equinox and solstice. The flashing activity is quite spectacular – with the spokes on the LCD display alternately glowing in a star effect like a big solar display. In addition to a traditional alarm, there is an automatic sunrise alarm that sounds thirty minutes before sunrise and again at sunrise.

In a sense, the YES World Watch is an electronic sundial; the hour hand tells you what your time is in relationship to where you are in the cycle of night and day. According to Kartomten, after a person wears the YES World Watch for a period of time, their body clock becomes in tune with the rhythms of night and day as it changes, and a person instinctively knows how much daylight is left. The YES World Watch will assist in alleviating the effects of jet lag as well. It is first necessary to wear the watch for awhile to become attuned to its vibrations. When you travel somewhere and set the watch to local time, the visual display will ground your body clock to local time.

The black and white areas on the bezel define sunrise and sunset. As the middle of the night or day does not correspond to "12" and "24" on the dial, the bezel can be adjusted to compensate. While the bezel can be set many ways, to determine true midnight or solar high noon, simply turn the outer bezel so the moonstone at the bottom is in the middle of the night and the sunstone on the top is in the middle of the day. In this manner any day and night can be instantly compared to an equinox day and night. The YES World Watch can also be used as a compass. For this, set the bezel so that solar high noon is in the middle of the day. Standing

outside on a sunny day, point the hour hand to the sun, and the yellow solar high noon stone will point to the south.

## BUILD IT – THEY WILL COME

Kartomten, the visionary who developed the concept of the YES World Watch, felt he had created an evolutionary way of looking at time with his product, but was not sure of his market. In the beginning, he says, he was a bit preachy, talking about the concept of time and how this was more accurate and so forth. In the end, it was the guys with applications that actually bought the watch.

The first customers, who continue to be a core market, are astronomers. Probably still a bit peeved that the Gregorian calendar we have adopted takes a hiatus of 10 days, astronomers are constantly on the cutting edge of timekeeping technology, paying attention to products that assist them in finding the best time to stargaze, which is when the sky is the darkest. The lunar phase is particularly helpful for this objective. Another big niche market for YES includes pilots, especially those who fly small planes and want to be on the ground before dark. Kartomten says while they have other instruments on the plane to assist them in this regard, they use his watch — as they can see the amount of daylight left at a glance. One of the biggest markets has proven to be Cinematographers. Kartomten relates that the gentleman who shot "Charlie's Angels 2 – Full Throttle" bought a dozen YES World Watches for his entire film crew. Knowing the precise hour of sunrise and sunset is critical for filming movies -- those hours are known as the magic hour when the money shots are taken. Solar high noon is also important to Cinematographers; that's when the hot, searing, steamy shots are taken.

Another growing market for YES is the military. Most military operations are nocturnal, and the YES World Watch lets them know exactly how much nighttime is left. Although the company has found big niches, Kartomten is now selling watches to a broad spectrum of people — including doctors, lawyers, chiropractors, fishermen, and nurses. He says, "We like to think of the YES World Watch as the smartest watch on the planet; it provides more time information than any other watch on the market. Yesterday I sold watches to a chiropractor in Oslo, an engineer in Dallas, a movie director in LA, and a watch collector in New York."

The YES World Watch may be the best of all worlds; it has the Swiss analog quartz movement made by Ronda, and the company has applied modern technology to provide a higher level of time understanding. At the same time, the YES World Watch helps rekindle the lost relationship between mankind and his natural environment – bringing the wearer back in tune with rhythms of mother earth.

Please go to their web site, [www.yeswatch.com](http://www.yeswatch.com) or call them at 877.937.9282

