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Press Release: Hublot presents its new WATCHTESTER display case enabling.....

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Hublot presents its new WATCHTESTER display case enabling customers to test watches on their wrist.





The display case debuted by Hublot at the front of its stand during Baselworld 2010 was far and away the most remarkable attraction at the Fair! It enabled each visitor to see how a watch would look on their wrist, with a choice of models and sizes available.

A revolutionary concept in exhibition display cases, the "WatchTester" is accessible to the general public and allows different watch models, sizes and colours to be tried out. Exhibited for the first time at the front of the Hublot stand during the Basel Fair, the showcase was tested over 38,000 times by visitors curious to try a Hublot watch on their wrist and see the effect!



Those who do not know much about Hublot often think that their watches will be too large for their wrists. Thanks to the "WatchTester", developed exclusively for Hublot by the artisan metalworker Xavier Dietlin, they can now slide their wrist into the showcase and try out various models... 44mm or 48mm watches, complications, and watches in different colours and materials. Four different sizes are placed inside the showcase to allow a wide range of choice. The visitor is free to adjust the showcase height until it is comfortable, slide their wrist into the space provided (glass tube) and then try on the models on display.

This will give the individual a more accurate idea of how attractive the watch will look on their wrist. The showcase is there for the benefit of our customers, to give them the most accurate impression possible of the model that will best suit them.



On a final note, this new showcase is the latest in the line of original and cutting-edge technological creations that Xavier Dietlin has made for Hublot. Remember the famous "Raptor", which allowed a watch to be displayed without a barrier of glass, but which retracts it back inside as soon as a hand is brought close enough to touch it... or the Explorer showcase, which gives internet users across the world the chance to take control of a camera and zoom in to admire a watch, right down to each individual stitch, while it sits in a showcase in Hublot's headquarters! Or even the liquid crystal display cases, where the outline of a watch or a motif is traced on the surface as you watch, concealing and then exposing the timepieces found inside...

Zach T
Prime Time Forum Moderator
Hublot Forum Moderator

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