

HUBLOT x OSL Limited Edition Watch

HUBLOT & OS Limited

[https:// hublot.com/blockchain-presale](https://hublot.com/blockchain-presale)

Introduction

“Be the First, Be Unique, Be Different” is the motto that HUBLOT has always stayed true to when it created the evolutionary and iconic Big Bang timepiece, when it conjured the world’s first and only 18K scratch-resistant gold alloy called Magic Gold, when it showcased the vibrant coloured ceramic, and when it became the first luxury watch brand to enter the football world more than 10 years ago. With innovativeness etched in its DNA, HUBLOT teased its next major milestone back in June. Three months have passed since the Swiss watchmaker announced it would become Official Timekeeper and partner with OS Limited (OSL).

Blockchain is a revolution in the financial system, and it has been broadly used as a digitised and decentralised public ledger of all digital currency transactions since its creation. By allowing digital information to be distributed, Blockchain technology creates the backbone of a new type of Internet. Well-recognised for its originality, the technology is regarded as one of the most powerful and fastest-growing trading tools, not to mention unlimited possibility of usage in different aspects that will revolutionise various industry norms and trade.

The Collaboration

A forerunner at heart and in action, HUBLOT fully supports those who also admire avant-gardism, pursue innovativeness and reckon upon forging a new order for the world. Led by industry veterans with comprehensive knowledge in digital assets and financial markets, OSL, Asia’s leading digital asset brokerage, shares the same innovative and revolutionary vision with HUBLOT. With the collaboration between HUBLOT and OSL, both crème de la crème in their respective industries, the duo pave ways for both the watch industry and advanced technological industry. The union between HUBLOT and OSL will guarantee customers with the most pleasant and secure shopping experience with digital assets. OSL will be the sole Official Broker for the sale of the Big Bang Blockchain.

The Product

To show off the best of both sides, there is no better way than introducing a brand new timepiece that manifests the essence of the two areas. The 210-piece limited edition watch can only be purchased with bitcoin, and the first watch in the industry that can be bought directly from the watchmaker with bitcoin. Paying homage to both the iconic Big Bang series and Blockchain technology, the watch will feature Big Bang’s signature industrial design as well as elements taken from bitcoin. And of course, 210 is not just

a random number. Precious and rare like bitcoin, the most iconic of all, the watch is created to commemorate the 10th anniversary of this epochal invention, and the fact that only 21 million bitcoins will ever exist.

The Sale

The timepiece is open for pre-sale on 19th September 2018, buyers will have to register on the dedicated website <https://www.hublot.com/blockchain-presale/>. The data will then be processed by OSL, who will send a confirmation email and a sale and purchase agreement to all qualified buyers before HUBLOT delivers the watch to the buyer on January 3, 2019.

A token for contributor of the digital asset community, a fusion between top-notch Swiss watchmaking and cutting-edge FinTech, the partnership is a solid representation of “Art of Fusion”. Stay tuned for more information to be unveiled on 19th September 2018.

Roadmap:

Pre- sale: Begins September 19, 2018

Official Launch: November 6, 2018

Delivery: Begins January 3, 2019

Purchase Logistics:

