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The biggest show ever staged in Zermatt took place last September to celebrate the production of the 100 millionth Swatch. During 3 days, Zermatt became the centre of an enormous multimedia spectacle of laser beams, fire works and music festival organised by the composer Jean Michel JARRE, the world specialist for this type of entertainment. By the same token, here are the latest creations by the Swatch makers: the Swatch Chronometers. Precise, handy, attractive and carrying funny names such as Flash Arrow, Navy Berry, Goldfinger and Black Friday, these chronos only cost 100 SFR each.

The picture shows the author of the project, the engineer from Waadt, Rodolphe Nieth, with the model of his Swissmetro.



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SWATCH CELEBRATIONS



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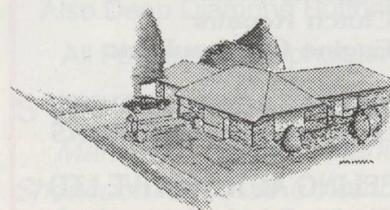
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