

# ONEOF

## ACCURACY BOUTIQUE EDITION

### SOLVING THE MAGNETISATION PROBLEM

The Accuracy boutique edition by ONEOF® is the very first connected tool specifically designed for stores and capable of simultaneously measuring and demagnetising any mechanical watch.



The magnetisation of a mechanical movement has become the most common problem for all watch manufacturers. Strong magnetic fields emitted by commonly used items (smartphones, leather goods, children's toys...) can drastically affect the precision of a watch, up to minutes per day. The *Accuracy boutique edition* released by ONEOF® is the first connected tool designed to solve the problem of magnetisation, directly

in-store. Its user-friendliness is impressive: once the device is connected to the tablet, it takes less than two minutes to measure, demagnetise and check the watch with a single touch on the app. With its neat design and customisation possibilities, the Accuracy boutique edition definitely adds great value to the customer experience.

ONEOF® was created by two engineers with considerable experience in the watch industry. They were deeply involved in the development of some of the most exotic movements at TAG Heuer during the Jean-Christophe Babin era. Their credentials include the co-invention of the MikroPendulum and Mikrogirder, awarded the Aiguille d'Or at the prestigious Geneva Grand Prix in 2012.

*Accuracy boutique edition* is the smartest tool ever designed for boutiques, bringing great benefits to the client experience. Already approved by more than 500 mono-brand boutiques, this Swiss made solution is on its way to ending the irritating problem of magnetisation.

[www.one-of.com](http://www.one-of.com) | Baselworld Booth G07 - Hall 4.1



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