

AboutTime

Function and Fashion for the Wrist

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DEEP BLUE

DIVER DOWN

**MATRICULATE INTO
MECHANICALS**

AboutTime's own sliding scale

"SEVEN FRIDAY"

When One Is Not Enough

**LUNDIN IN
LAUDERDALE**

Our own Test
"Diver's" Picks

**REACTOR DNA
FOUND ON
OCEAN FLOOR**

Locals Wonder How
It Got There



By Gary George

An underwater photograph showing a diver in the distance, surrounded by a large pile of driftwood and coral. The water is a deep, clear blue, and the scene is lit from above, creating a dramatic, ethereal atmosphere.

View From The Deep (Blue)

Already a collector and enthusiast of wristwatches, the founder and creator of Deep Blue, Stan Betesh recalls his initial foray into the business. While searching for a replacement strap for a popular high-end watch brand, Stan discovered the costs for some of these straps were tipping the scales at \$300 or more. At the other end of the spectrum you could always find low-quality countertop display straps that were about as luxurious and comfortable as cardboard—and almost as cheap—at any box store for as little as \$10 or \$15. Recognizing a real gap in the market, he came to realize the potential for a business model that would fill a void for quality watch straps at more accessible prices.

Capitalizing on the broad reach of an internet-based audience

for his own business, Stan created Panatime and built a strong following for his own variety of replacement straps in short order. Never one to sit idle, Stan's initial foray into the watch industry quickly drove him to apply the same fill-the-void thinking to the wristwatch itself.

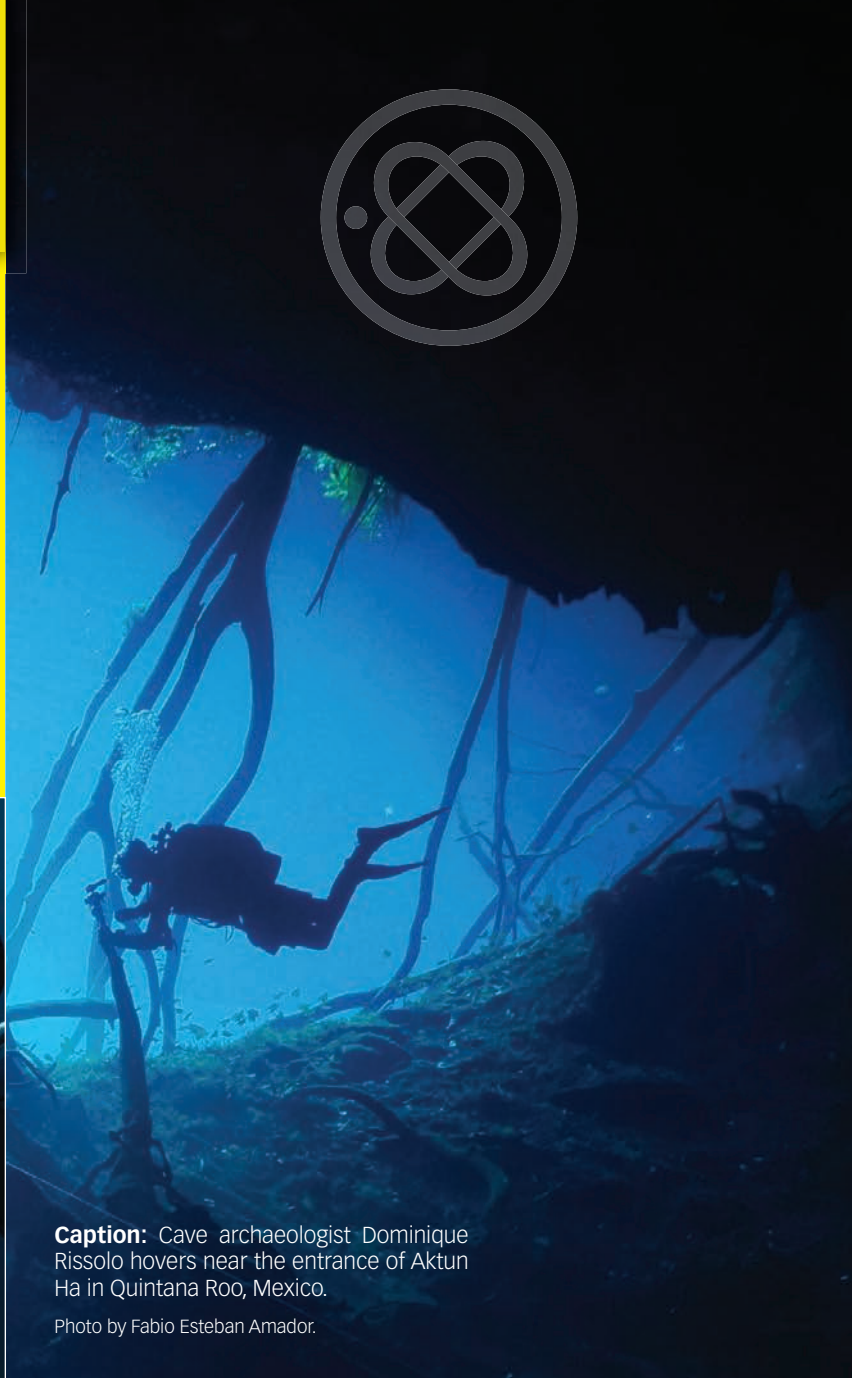
Moving on for Stan meant that he was to sell his strap business in order to create a watch brand of his own. In his opinion, key functional and design elements of a real-world functional diver's type were being ignored to a large extent. So in 2007 he founded Deep Blue Watches—leaving little doubt as to the nature of these new timepieces.

Critical of the existing top tier brands, Betesh was determined to integrate specific features into a watch that anyone (who could

Beneath the jungles of the Yucatan Peninsula lies a vast network of flooded caves filled with wonders beyond description.

The forests of spectacular stalactites and stalagmites that scuba divers encounter are evidence that these passages were once dry. At the end of the last Ice Age, extinct elephant-like creatures and giant ground sloths roamed what is today the Caribbean coast of Mexico. Many wandered deep into these caves only to be sealed off for eternity by the rising seas.

For modern underwater cave explorers, few frontiers on this planet could be more enticing. With support from National Geographic, Deep Blue Explorer Alex Alvarez has been making exciting discoveries within this watery labyrinth. Cave bears and saber-toothed cats provide a glimpse into what North America was like thousands of years ago, and intrepid explorers like Alex are shedding new light on this once-hidden world.



Caption: Cave archaeologist Dominique Rissolo hovers near the entrance of Aktun Ha in Quintana Roo, Mexico.

Photo by Fabio Esteban Amador.

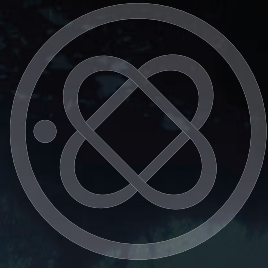




invest in the time and/or equipment to SCUBA dive) could afford. These qualitative properties include depth ratings beyond the norm. For Stan, this is more a statement of the robust construction than a real-world necessity. I mean, who really dives deeper than the 20atm (200 meters- 660 feet) rating of your typical dive watch? Other features Stan is proud to integrate into Deep Blue watches include brighter than usual T 100 tritium tubes, Super Luminova and ceramic or sapphire capped bezels. His thinking with the last item was both functional and fashionable. Since bezels are front and center on a watch and the most likely place to show wear and always take a beating, he wanted a bezel that would look like new even after years of use—and look great from the first day. Whether bouncing around

the boat on the way to a dive site, or on the rocks, wrecks and reefs underwater, a scratch resistant/proof bezel makes a lot of sense. It will even keep the less active “desk” diver’s watch protected from the more mundane dangers of the occasional door-knob or metal bathroom stall to preserve the like-new look.

Another element of functionality for Deep Blue is legibility in all lighting conditions above and below the surface. To that end Deep Blue has incorporated the tritium tube technology along with Super Luminova in various combinations that allow for a quick glance to immediately confirm the time. Add to that a solid link stainless steel bracelet with a diver’s expansion safety clasp, threaded screws (rather than pins) holding the links together and you can see that Deep



Flash-forward several millennia to the time of the Ancient Maya. The entrances to these underwater caves, known as cenotes, received offerings and sacrifices to the rain gods. National Geographic grantee and Deep Blue Explorer Guillermo de Anda has been recording these ritual deposits at the legendary site of Chichen Itza. In Quintana Roo, Fabio Esteban Amador from National Geographic and Dominique Rissolo of the Waitt Institute are taking a new look at these mythical portals where innumerable artifacts – and the stories they can tell – still lie hidden within the crystalline waters.



DESIGNING WATCHES THAT CAN WITHSTAND DEPTHS OF 300 TO 3000 METERS ENSURES A DEPENDABLE TIMEPIECE.





Blue makes a great argument for the active diver – whether “desk” or SCUBA.

With any watch the ostensible functionality of timekeeping is important, but let’s face the facts, few of us – whether divers, drivers, pilots or sportsmen want to wear an ugly watch. Even though Deep Blue watches are built to withstand the trials and tribulations of the unforgiving undersea environment, they also have a design that brings a strong “wrist” appeal factor to anyone who likes the sports watch style.

A shallow dive into the Deep Blue collection calls for a nominal

investment of \$399 for a Daynight Ops Pro. Still water resistant to 30 atm with T 100 tritium tubes and an automatic (Miyota) mechanical movement, even the entry level Ops Pro offers the key assets Betesh wants in his watches. Those choosing to submerge more deeply into the Deep Blue collection will find an automatic winding Valjoux Swiss chronograph for \$1,499. The latter is surely one of the most affordable watches currently offered with the robust and widely acclaimed movement.

www.deepbluewatches.com

