

OUTCAST WATCH

Media Kit | October 2023



1min Video: https://youtu.be/qDNSsb0dLTI?si=cZ-sv-UGj_bg-qDG

"I think what makes the OUTCAST notable is the dial was designed so it would quickly naturally orient itself at night, and that by combining multiple tool markings on the insert, I was able to unlock additional functionality that is actually very useful in a variety of everyday applications."

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1. Introduction/Overview:

Introducing the OUTCAST - an 'Outdoor Utility Timepiece, Compass, and Survival Tool' - a multifunctional tool for your wrist.

2. Company Background/Bio:

The OUTCAST watch is the creation of Rob Valli. A former dog sled racer and [2004 World Cup Bronze Medalist for the USA](#), Rob has been featured on the [Today show](#), as well as on [E! TV](#), and founded the backcountry touring venture, [Wild Dog Mushing Company](#).

3. Press Release:

Announcing the OUTCAST: A Pioneering Approach to Function-First Watch Design

October 24, 2023

Rob Valli, former professional dog sled racer, presents the "Outdoor Utility Timepiece, Compass, and Survival Tool" - or OUTCAST watch, for short.

Inspired by a 200 mile World Cup Dog Sled Race, around 5 volcanoes in Siberia, where Rob won a Bronze Medal for the USA in 2004, the watch features a distinctive bezel insert design, that offers a countdown timer, elapsed time tracking, compass orientation, a second-time zone, and tide tracking, giving the watch its distinctive signature look.

In an industry where enhanced functionality often comes with added movement complexities, OUTCAST transforms the diving watch, with limited functionality, into a versatile tool essential for outdoor enthusiasts and adventurers.

With a commitment to providing adventure enthusiasts with a dependable timepiece, OUTCAST represents the spirit of adventure, in a multi-function steel tool watch for men.

Launching exclusively on Indiegogo, the OUTCAST offers:

- (1) Complete/Ready to Wear Automatic Watch: At a special price of \$200 USD, down from its regular \$350 USD (42% OFF), with an expected December 2023 shipping date. Only 30 units are available, in the first batch.

Secondary offerings for watch aficionados include:

- (1) Bezel Insert: For \$25 USD, a saving from its standard \$40 USD (37% OFF). Set to ship in November 2023, 30 units are up for grabs.
- (1) Insert & (1) Dial: Priced at \$45 USD, down from \$80 USD (43% OFF), with a projected November 2023 delivery. Limited to 15 units.

INDIEGOGO CROWDFUNDING: To join the OUTCAST crowdfunding campaign, visit the project's Indiegogo page: <https://igg.me/at/outcast/>

WEBSITE: For more about about "Project OUTCAST", and background history on the project and Rob, visit the OUTCAST website at <https://www.OutcastWatch.com>

4. High-Resolution Imagery:

There are 2 pieces associated with this release:

- 1.) [the Indiegogo Launch Video](#), which is to be credited to outcastwatch.com, and;
- 2.) [the image of the watch on Graph Paper](#), which is to be credited to Stephan Berube of LongBeachWatchClub.com
- 3.) alternative image of watch is located [here](#).





5. Features & Specifications:

- Name: OUTCAST – "Outdoor Utility Timepiece, Compass, and Survival Tool."
- Unique Selling Point: A pioneering bezel insert design, crafted to provide several functionalities that have never been combined before, in a single insert, making it ideal for any situation.
- Bezel Insert: Multi-purpose ceramic bezel, which combines a countdown timer, elapsed time tracking, compass orientation, a secondary time zone, and tide tracking.
- Movement: NH35, self winding mechanical analog.
- Additional Features: Unidirectional rotating bezel, automatic winding, water-resistant, and luminous Field & Sea dial for enhanced visibility and quick orientation, in low light.

6. Quotes from the Designer, Rob Valli:

"I think what makes the OUTCAST notable is the dial was designed so it would quickly naturally orient itself at night, and that by combining multiple tool markings on the insert, I was able to unlock additional functionality that is actually very useful in a variety of everyday applications."

7. Availability & Pricing:

The OUTCAST watch is available in limited quantities, with only a three dozen pieces up for grabs on our exclusive Indiegogo crowdfunding campaign. A second batch will follow 90 days after the close of the campaign. Be among the first to own this innovative piece of timekeeping.

Price: \$200 Early Bird Special, \$250 backer price, \$350 retail

8. Contact Information:

For media inquiries, collaborations, or further information about the OUTCAST watch and its unique design:

- Email: press@outcastwatch.com
- Phone: 650-804-5391
- Website: <http://www.outcastwatch.com>

{End of Media Kit.}