

Your Prayer Companion



ARAMEDES
ZÜRICH

The spirit of Islam

Over the last three years, we have been hard at work developing and patenting a suite of watch features that push the industry in a new direction. Southeast, in this case. The classically designed timepieces of the Mecca Collection feature three very special functions, made possible only through our unprecedented combination of traditional mechanical watchmaking and advanced technology.

مقابلة مع
توم مورف

Innovating the Watch Industry

One on one
with
Tom Morf

5 min.

with

Tom Morf

1. "From Zurich with Passion", please tell us a bit more about your company and what makes Aramedes so special?

Aramedes Watches was birthed right here in Zurich out of two intertwined passions - the timeless allure of Swiss watchmaking and the pursuit of cutting-edge technology while also paying a tribute to intellectuals who contributed to fields of navigation and mathematics. From the majestic landscapes of the Alps to the rich cultural tapestry of our city, every Aramedes watch is not just a timepiece, but a piece of Zurich. What truly sets us apart is our commitment to innovation without compromising on aesthetic appeal or traditional craftsmanship. Every Aramedes watch is a confluence of the old and the new, the time-tested and the revolutionary.

2. The concept of your Mecca Collection is unique; these watches are crafted to support Muslims in the practice of their faith - if you can elaborate on that a bit ?

Absolutely. We realized there was a vast community of Muslims who, while traveling or going about their daily lives, needed a reliable way to determine prayer times and the Qibla direction. Our Mecca Collection is designed to address this specific need. Built with state-of-the-art technology, these watches automatically adjust to the local time zone and, using advanced geomagnetic technologies, provide accurate Qibla direction.

Additionally, they come with an alarm feature for the five daily prayers, which adjusts itself based on the geographical location of the user. Aesthetically, the design is inspired by Islamic art, with patterns and motifs that pay homage to its rich heritage. At Aramedes we preserve and innovate.

3. Where do you see your company in 3-5 years?

In the next 3-5 years, we see Aramedes becoming synonymous with innovative luxury. We aim to expand our presence globally, especially in regions where there's a deep appreciation for high-quality timepieces



Tom Morf - CEO and Co-Founder, Aramedes Ltd.

Additionally, we're investing heavily in R&D to come up with even more groundbreaking features, not just for the Muslim community, but for watch enthusiasts worldwide. Our vision is to seamlessly integrate technology and tradition in ways the watchmaking industry has never seen before.

4. What does your typical working day look like ?

No two days are the same at Aramedes! But typically, my day starts with a team huddle, where we discuss our priorities and challenges. A major part of my day goes into product development meetings, where we brainstorm new ideas and review prototypes. I also spend time with our marketing and sales teams, understanding market feedback and trends. However, what I cherish the most are the moments I get to interact with our customers, hearing their stories, and understanding how our watches impact their lives. It's a constant reminder of why we started Aramedes in the first place.

5. Finally: What's the best piece of advice given to you?

It's a quote that's stayed with me for years: "Innovation is seeing what everybody has seen and thinking what nobody has thought." This piece of advice reminds me always to look beyond the obvious, to question the status quo, and to believe in the power of a fresh perspective. At Aramedes, we've taken this to heart, always striving to redefine the boundaries of what's possible in watchmaking.

Tom, we thank you for the interview.



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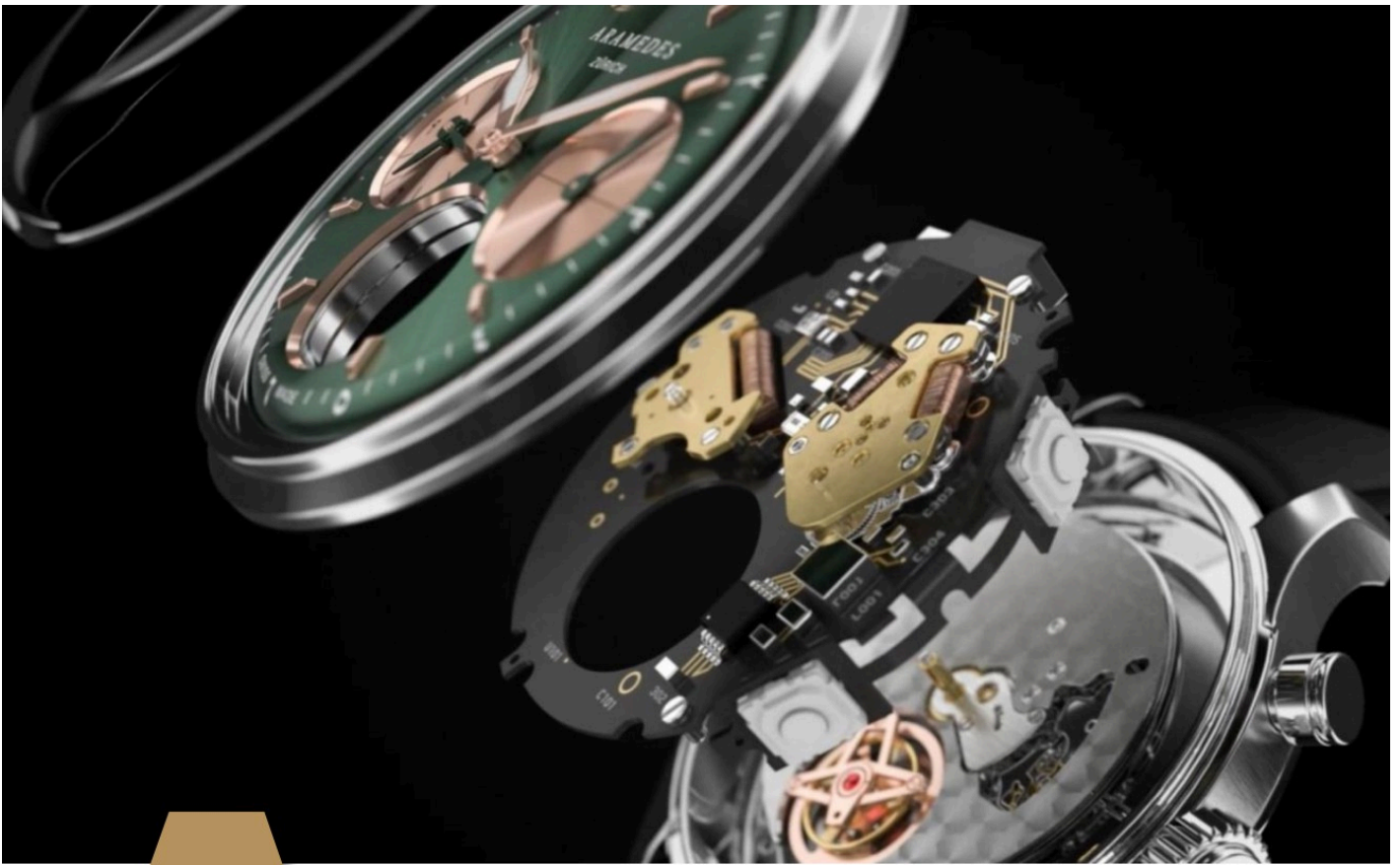
ramedes, based in Zürich, creates timeless timepieces that seamlessly blend Swiss watchmaking traditions with modern technology. The company's founders have taken everything they love about Swiss watchmaking and pioneering technology and combined them to offer unique solutions for a diverse and global clientele.

Aramedes' philosophy is rooted in good design, where form always follows function. This commitment to design and innovation is evident in all their collections, which not only stand out for their aesthetic appeal but also their intelligent integration of features.

For more information, visit

www.aramedes.com





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aramedes Introduces Mecca Collection's Unique Timepiece:

World's First Tourbillon with Qibla & Prayer Compass

In a notable breakthrough in the horology world, Aramedes, the innovative Swiss timepieces manufacturer, has unveiled a groundbreaking addition to its Mecca Collection: a tourbillon masterpiece, marking the first-ever in the world fusion of a tourbillon mechanism with a Qibla and prayer compass. This pioneering innovation is now available exclusively at Ahmed Seddiqi & Sons boutiques in the United Arab Emirates. Aramedes has ambitious plans to expand the availability of this unique timepiece to more countries globally, opening a new chapter in their pursuit of horological brilliance.

Tom Morf, co-founder, and Chief Executive Officer of Aramedes, shared his vision behind this groundbreaking timepiece saying, "The tourbillon addition to our Mecca collection is a masterwork that embodies the crown of our timepieces. This isn't just a watch; it's a symbol of our innovative spirit and meticulous Swiss craftsmanship. This timepiece captures the spirit of Muslim scientific achievements while meeting the needs of modern Muslims."



ARAMEDES



The Mecca collection by Aramedes; available in various Muslim countries, was inspired by the spiritual unity that binds Muslims worldwide. At its heart is the fusion of advanced Swiss horology with cultural symbolism, creating a collection that's both deeply meaningful and technologically superior. Each timepiece, equipped with a Qibla and prayer compass, offers a tangible connection to faith, making each timepiece a steadfast companion in the spiritual journey of its wearer.

Pascal Stübi, co-founder, and Chief Product Officer, elaborates on the harmonious blend of the pinnacle of Swiss craftsmanship; the tourbillon, and innovative technology, "The tourbillon promises unparalleled accuracy and enduring resilience over time. This encapsulates Aramedes' mantra: Where time meets tradition. Our success is manifested in the Mecca Collection - a unique interweaving of Swiss watchmaking finesse, avant-garde technology, and profound cultural respect.