

# MASTERBLOCK

LIMITED EDITION

14/06/2018م

## لأول مرة في العالم - صناعة ساعة سويسرية ميكانيكية فاخرة في سلسلة الكتل (Blockchain)

للمرة الأولى في العالم، لن تخبرك ساعة ميكانيكية بالوقت فحسب وإنما ستترك أثراً تاريخياً خالداً.

في إطار شراكة بين شركة [GVCHIANI](#) وشركة [Cryptolex](#)، تم تطوير ساعة تحمل اسم "ماستربلوك" [MasterBlock](#) تقديراً للبيتكوين Bitcoin ولتقنيات سلسلة الكتل Blockchain.

هذه الساعة الميكانيكية، مائة في المائة، والسويسرية الصنع، مائة في المائة، تعطي بعداً جديداً للفن الثاني عشر. ولأول مرة في تاريخ صناعة الساعات، صُنعت ساعة فاخرة من الألف إلى الياء في سلسلة الكتل Blockchain، وبالتالي فإن لكل ساعة سماتها الخاصة بها التي تجعلها، وإن كانت جزءاً من سلسلة ساعات، فريدة من نوعها، تماماً كصاحبها. فريدة من نوعها لأن هذه الساعة الفاخرة محمية بشهادة مبنية على سلسلة الكتل Blockchain وصادرة من شركة Cryptolex.

وقد أُطلقت ساعة "ماستربلوك" MasterBlock هذا الخميس الموافق 14 حزيران/يونيو 2018م في جنيف، سويسرا.

يمكنكم الاطلاع على البيان الصحفي والصور الرسمية ومقاطع الفيديو لساعة "ماستربلوك" MasterBlock على هذا [الرابط](#).

Gvchiani و Cryptolex

## History & Concept

In 2015, the founders of GVCHIANI and Cryptolex joined forces to create a watch that is unrivalled, as much in its form as in its technology, by integrating the symbolic essence of Bitcoin and the Blockchain. The result is the remarkable MasterBlock.

In order to keep up with our new era that offers this technological revolution, the choice to create an unusual design with a strong visual identity was easily made. Its rectangular form and bold dimensions make MasterBlock a chronograph that attracts attention at first glance.

Each MasterBlock's exclusive address on the Blockchain is inscribed on the dial. Whatever the position of the pointers, one of the four QR Codes remains permanently and completely readable. This also allows the wearer to use the MasterBlock as a "paper wallet".

## Description of the product

Creativity and originality are the characteristics of GVCHIANI timepieces. Beyond its atypical appearance in the shape of a "**Block**" made of DLC titanium, the outline of the "**X**" reflects the monetary code of Bitcoin (XBT). The leather bracelet represents the decentralized network of the "**Chain**".

The Sellita automatic chronograph calibre SW500 features a power reserve of 48 hours, with hands displaying hours, minutes and seconds as well as a day and date indicator. The black oscillating weight is specially personalised.

The X engraved on the crown, emphasised by a ring of titanium, attracts both attention and curiosity. The case, featuring the raised numbers of 3, 6, 9 and 12, is water resistant to 30 metres. Adding to its technical prowess is the curved sapphire

crystal in the form of an X.

- Each MasterBlock will have its own Blockchain address.
- Each step in its production will be engraved in the Blockchain, thus providing the entire history of each MasterBlock.
- Each MasterBlock is linked to the preceding MasterBlock, thus creating another link in the chain.

The MasterBlock comes in a limited edition, numbered from 0000 to 2009, the year Bitcoin was launched. While 2008 watches will be sold on the website, [www.masterblock.ch](http://www.masterblock.ch), two exceptional timepieces will be put up for sale at auction: the number 0000, named “Genesis”, and the number 2009, named “Satoshi” in honour of the creator of Bitcoin.

### **About the creator Shant Ghouchian**

A descendant of generations of artisans and artists, Shant Ghouchian followed in the footsteps of his ancestors, and studied decorative arts in Geneva. When he finished his training as a stone setter, he put his knowledge and skills to work for four years at Patek Philippe. Soon, however, his desire for independence pushed him to launch out on his own. In 2008, armed with his passion and a wealth of experience, he created a company specialising in stone setting, which he named Jewelry and Watch Settings (JWS). Recognized for his talent and skill by the biggest names in fine jewellery and timekeeping, success was not long in coming.

## About Cryptolex

Cryptolex was founded by Alec Avedisyan, an EPFL engineer and crypto-prophet, and Vicken Bayramian, a legal expert specialising in trading raw materials and in the Blockchain. For them, the Blockchain technology is the greatest revolution since the creation of the Internet.

Cryptolex uses Blockchain in the most innovative and reliable ways to achieve the best results in many domains, among them watchmaking and trading.

Cryptolex's slogan "Post Tenebras Cryptos" illustrates the Geneva identity of the two founders.

**GVCHIANI**  
GENEVE

**cryptolex**  
POST TENEBRAS CRYPTOS

JWS (GVCHIANI) & CRYPTOLEX

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