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A: QUESTIONNAIRE RETAILERS

A number of jewelry stores were contacted to get some information about the brand image of Pellikaan Timing. Firstly a retailer of Pellikaan Timing watches was interviewed over the phone. This retailer is placed in Maastricht and has a store that sells four watch brands in total. The others being Junghans, Phillip Stein and QlockTwo.

The following questions were answered:
- **What is the first impression people have of the Pellikaan Timing watches?**

People find the watches to be minimalistic with a straight-forward and powerful design.

- **What other brands is Pellikaan Timing being compared to?**

Because of the Dutch made design, the comparison is often made to watches of Van der Gang. Also, in the store the comparison with Junghans is made as these watches also have a minimalistic design.

- **What are the most important trademarks that people look for in a watch?**

Customers take a lot of interest in the movement and the design of the watch. The retailer also noticed that people like to hear the history of the brand and the watch. The fact that the watches are Dutch Made is one of the first things that people notice and it is received as a positive trait. These answers verify also the results from the context mapping session. The most interesting statement was the fact that customers enjoyed the fact that the watch was Dutch Made. Products that do not originate from Switzerland are seen as low quality products but apparently the Dutch Made watch has a certain attractiveness.

Aside from Pellikaan Timing’s retailers, a number of jewellery stores around the country were asked to answer a short questionnaire. First contact was established through the phone but the sales persons claimed to not have time to answer directly and asked to send the questionnaire via email.

The questionnaire was kept as short as possible in order to decrease the ‘burden’ of filling in the questionnaire and maximize the chance of getting responses. The stores were chosen for their location in big cities and their product portfolio with similar watch brands as Pellikaan Timing. These characteristics were of importance as Hubert Pellikaan was looking to find new retailers and the questionnaire was a good method to simultaneously survey the opportunities around the country.

From the nine jewellery stores that were contacted, answers were received from only three. One in Nijmegen, one in Breda and one in ‘s-Hertogenbosch. The others were not willing to share information or spend time on something that was not profitable in any way. The four questions and their respective answers were as following:

- **Were you familiar with the brand?**

Two jewellers were familiar with the brand. One actually spoke to Hubert Pellikaan in person once, the other had received an email with information about Pellikaan Timing. The third had never heard of the brand before.

**Can you describe your first impression of the watches in two words?**

The words that were used were: Classical, simple, straightforward (twice), calm and sober.

**Do you think that Pellikaan Timing would fit in your current collection? And can you explain why?**

The three stores answered alike. They would not add the Pellikaan Timing to their store as they already had a number of brands that were similar in design and price to Pellikaan Timing. “Pellikaan Timing is not a well-known brand and is not unique and distinctive enough for the highly demanding clientele of our store”.

**What features are customers looking for in a watch?**

The brand is important, preferable with a Swiss origin. “The brand should have a wide collection with watch models that are distinctive and represent something unique”. Furthermore design and the movement are of high importance.
CONCLUSION

A retailer mentioned that the brand was unknown, and therefore it was hard to predict if the watch would sell or not. The retailer could not take the risk of taking a watch that possibly would not sell. Brand awareness is something Pellikaan Timing is working on but currently there is not a lot of money to spend on marketing. Creating a meaningful innovation for the new watch design can make it a lot easier to create media attention and improve the brand awareness.

B: SWOT-MATRIX

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
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<tbody>
<tr>
<td>- Company owner has a lot of passion for the product</td>
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<tr>
<td>- In-house knowledge and quality control</td>
<td></td>
</tr>
<tr>
<td>- Safe market in terms of consumer demand</td>
<td></td>
</tr>
<tr>
<td>- Personal customer service</td>
<td></td>
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<tr>
<td>- Makes use of Swiss movements</td>
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<tr>
<td>- Has a signature dial design</td>
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<tr>
<td>- Dutch Made watches</td>
<td></td>
</tr>
<tr>
<td>- Low amount of products per year means that the company owner has time to make custom adjustments</td>
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<table>
<thead>
<tr>
<th>WEAKNESSES</th>
<th>THREATS</th>
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<tbody>
<tr>
<td>- Brand image; no history</td>
<td></td>
</tr>
<tr>
<td>- Vulnerable to competitors (small company)</td>
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<tr>
<td>- Company financial resources low</td>
<td></td>
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<tr>
<td>- Few marketing resources; not known by general public</td>
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</tr>
<tr>
<td>- Not a Swiss company</td>
<td></td>
</tr>
<tr>
<td>- Limited product portfolio</td>
<td></td>
</tr>
<tr>
<td>- Low production numbers mean high investment costs</td>
<td></td>
</tr>
<tr>
<td>- No knowledge of marketing &amp; branding</td>
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</table>

- Consumers highly value brand status and authenticity
- A lot of companies doing the exact same thing (archetypical watches)
- Mechanical watches is a product group that is sensitive to trends/fashion
C: CORPORATE GROUPS

THE SWATCH GROUP
- Breguet
- Harry Winston
- Blancpain
- Glasshütte Original
- Jaquet Droz
- Lèon Hatot
- Omega
- Longines
- Rado
- Union Glashütte
- Tissot
- Ballmain
- Certina
- Mido
- Hamilton
- Calvin Klein Watches
- Swatch
- Flik Flak
- ETA SA (movements)

RICHÉMONT
- Cartier
- Van Cleef & Arpels
- Piaget
- Vacheron Constantin
- Jaeger-LeCoultre
- IWC
- Panerai
- Montblanc
- A. Lange & Söhne
- Bäume & Mercier

LMVH
- Tag Heuer
- Zenith
- Hublot
- Chaumet
- Bulgari
- De Beers
- FRED

FOSSIL
- Michele
- Zodiac
- Relic
- Burberry
- Emporio Armani
- Michael Kors
- Marc by Marc Jacobs
- DKNY
- Karl Lagerfeld
- Tory Burch
- Diesel
- Armani Exchange
- Adidas Originals
## QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Name</th>
<th>Age</th>
<th>What kind of job do you have?</th>
<th>How many watches do you own?</th>
<th>Do you own a Pellikaan Timing?</th>
<th>How did you come in contact with Pellikaan Timing?</th>
<th>What qualities do you like about the Pellikaan Timing watch?</th>
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<tbody>
<tr>
<td>W.F. Metzelaar</td>
<td>40-50</td>
<td>Entrepreneur</td>
<td>2</td>
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<td>Driven company owner</td>
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<tr>
<td>P. van aalderen</td>
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<td>Employed (Architect)</td>
<td>30</td>
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<td>Fair, blogs, retailer</td>
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<td>Design, robust feel, made in Utrecht</td>
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<td>Word-of-mouth</td>
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<td>What is your favourite owned watch?</td>
<td>Holy grail watch?</td>
<td>What kind of music do you think fits Pellikaan Timing?</td>
<td>Which car fits Pellikaan Timing?</td>
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<td>Alpine 1932</td>
<td>Pellikaan Airmail 1940</td>
<td>AC/DC/Iron Maiden</td>
<td>Jaguar/Aston Martin/Maserati</td>
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<td>Panerai/Omega Speedmaster</td>
<td>IWC Big Pilot</td>
<td>Guitar hero's</td>
<td>Aston Martin DB9/Healey</td>
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<td>Rolex Datejust/Jeager-LeCoultre Master</td>
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<td>Beatles/Het goede doel</td>
<td>Citroen/ Saab</td>
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<td>Philip Glass/Minimal</td>
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<td>MIG-B</td>
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<td>Bocelli/Rem/Coldplay</td>
<td>Seab 95/900 Aero</td>
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<td>Lounge/Light-Class</td>
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<td>Tag Heuer Link/Pellikaan Timing</td>
<td>Chopard Mille Miglia</td>
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<td>Volvo V70</td>
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<td>Mumford &amp; Sons/3FM</td>
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<td>Pilot watch</td>
<td>IWC Aquatimer</td>
<td>Bluenote/Lounge/thievery coorporation</td>
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<td>Miles Davis</td>
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<td>Peugeot 504</td>
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<td>Omega Seamaster/Maurice Lacroix Pontos</td>
<td>Piaget/Patek Philippe</td>
<td>John Martin/Mike and the Mechanics/Paul Carrack</td>
<td>Premium/Audi/Mercedes/BMW/Volvo</td>
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<td>Pink Floyd/The Who</td>
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<td>TW Steel Automatic/Excalibur自动1963</td>
<td>Omega De Ville Seamaster</td>
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<td>Jaguar/Vintage</td>
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<td>Omega Speedmaster</td>
<td>Blancpain/Omega</td>
<td>ELO/Cello</td>
<td>Saab/jaguar/Lancia/Ferrari</td>
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<td>Breitling/Pellikaan Timing</td>
<td>IWC Cousteau</td>
<td>Jazz</td>
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<td>Saab 900/911</td>
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<td>Chet Baker/Classical music</td>
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<td>Volvo v70/Mercedes</td>
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E: IDEAS-A-DAY

Name: Seconds on outer edge
Description: The unique part of this design is the placement of the second hand. Instead of rotating from the centre of the dial, the second hand rotates around the outer edge of the dial.

Plays off on: The fact that Pellikaan Time watches are characterised by their separate markers for each hand (hours, minutes and seconds).

Name: Rubber cover
Description: Similar to a smartphone, this idea involves a rubber cover to protect the watch against damage. The cover can easily be placed on the watch when necessary.

Plays off on: The vulnerability of the mechanical watch. A watch is an expensive product and therefore it might be an added value to be able to protect the watch against scratching in certain situations.
Miniature record player

A more radical idea. The minute hand has a tiny needle at the bottom. The dial of the watch is a small record that plays the owner's favorite song. By pressing a button on the case, the hand rotates around the dial and plays the song.

Plays off on

The personal connection people have with their watch. The record may reinforce this bond by allowing them to add their favorite tunes.

Maintenance watch

The watch is supplied together with some tools that allow the owner to do maintenance work to their own watch. A small guide is added so that the user can replace or clean parts when necessary.

Plays off on

Again having the personal connection with the watch. Mechanical watch enthusiasts enjoy the technical aspect of the watch and by doing their own maintenance, they can dive into the watch's technology.
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woman's watch</td>
<td>A watch meant for the strong, beautiful and elegant woman.</td>
</tr>
<tr>
<td></td>
<td>The fact that most mechanical watches for women are filled with diamonds and gems. A dress watch without all the stereotypical women's decorations has not been done before.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D movement</td>
<td>The dial of the watch is divided in multiple layers. The movement of the watch is displayed in the different layers. The 3D configuration adds a new vision on the technology of the watch.</td>
</tr>
<tr>
<td></td>
<td>The fascination for the technology behind the watch. The 3D representation glorifies the 'engine' of the watch.</td>
</tr>
</tbody>
</table>
Exploded watch
The movement of the watch is presented like an exploded view inside the watch.

Leeuwenhoek Microscope
Antoni van Leeuwenhoek was the inventor of the microscope. This idea honours that invention by the addition of a large lens on top of the watch. This lens can be rotated and by doing so, the refraction of the lens focusses on different parts of the dial. In the first position, the lens shows a numeral dial, in the second position the lens shows the tourbillon.

Pellikaan Timing’s references to Dutch inventors (Christiaan Huygens)

Name  - Exploded watch
Description  - The movement of the watch is presented like an exploded view inside the watch.
Plays off on  - The fascination for the movement.

Name  - Leeuwenhoek Microscope
Description  - Antoni van Leeuwenhoek was the inventor of the microscope. This idea honours that invention by the addition of a large lens on top of the watch. This lens can be rotated and by doing so, the refraction of the lens focusses on different parts of the dial. In the first position, the lens shows a numeral dial, in the second position the lens shows the tourbillon.
Plays off on  - Pellikaan Timing’s references to Dutch inventors (Christiaan Huygens)
Modular watch

The watch consists of multiple parts that can easily be exchanged. The case has a hinging bezel. When the bezel is opened, the movement as well as the bracelet can be taken out of the case. The movement can be placed inside a new case together with a new bracelet for a completely new appearance.

The importance of the aesthetics.

Most watches have very similar specifications. Therefore the aesthetics have a lot of influence on the consumers decision process.
F: WATCH RELEASES EARLY 2015

Jaeger-LeCoultre Master Calendar with a dial made from meteorite. The dial of the watch actually originates from space.

Ralph Lauren Automotive Chronograph with a elm burl wood detail on the dial. The watch is referencing a dashboard of the 1938 Bugatti.

Panerai PAM616. The watch features a unique way of layering carbon fibre that Panerai call Carbotech. The result is an elegant pattern that covers the entire case.

Roger Dubuis Excalibur Automatic Skeleton. The watch features a very flashy skeletonization of the movement.

Breguet Tradition 7097 Automatique Seconde Rétrograde. The movement is prominently presented on the front of the watch. It is partly finished using the old technique of ‘peening’.

Cartier Rotonde De Cartier Annual Calendar. Apart from the new interesting aesthetics, the watch is not in any way innovative.
This design has a unique symmetrical shape that gives the watch a modern aesthetic. The symmetric shape also allows the case to have a large button on the left side which could be useful for any functionality that will later be added to the watch.

The second design has a diamond shape which adds a very fierce look to the watch. The enclosed crown protection emphasizes the diamond shape even more.

This design again has a symmetrical shape with the possibility of a large button on the left side of the case. Furthermore, the watch has a layered structure that provides a sense of depth.
The fourth design was also inspired on the shape of a diamond, although less evident than with the second design. The closed crown protection together with the shape of the lugs create a modern and elegant watch.

The hexagon has been experimented with a lot by other companies. However, with the addition of some exposed screws and the crown protection integrated with the main shape of the case, the watch provides an innovative interpretation.

The final design has lugs that can rotate partially. This allows the lugs to follow the shape of the wrist and provide a more comfortable wear. The parting lines between the lugs and the case create an interesting playground of shapes around the bezel.
H: RIKKETIK SUMMARY

Comments made on the first concept:
- Very fun
- More special than the second concept
- Looks more classical
- Better looking dial
- Like the simple aesthetics of the bezel
- Looks the most modern of the two
- A real diver’s watch
- Hour markers look to big
- The shape of the case is attractive
- A universal design
- The watch has an identity
- Would look good on a steel bracelet
- A bezel without Luminova would look better

Comments made on the second concept:
- Good looking design
- More traditional than the first concept
- Has a more commercial feel to it
- It is too big with the crown protection
- Has a calmer looking design
- Has the best looking case of the two
- The second concept is more practical
- The crown protection is a nice addition
- Fits better with the brand
- Attractive case shape
- A lot of Panerai influence
- The shape of the case needs some getting used to
- The twelve-hour marker should be unique
- A wider bracelet would look better
- The thinner hour markers and lugs look better on the second concept
- The watch is very high on the wrist
I: EXPLANATION LUG MECHANISM

This chapter provides a more indepth explanation of the geometry that was necessary in order for the lug mechanism to work. On the right a section view is presented of the case sections. The section view illustrates how the lug mechanism works. The lugs have slots that correspond with the pins that are part of the front section. By rotating the crown protection ninety degrees, the two lugs have space to slide back and forth.
All these movements have a diameter of 37.2 mm.

- IP11: Second hand on 9 o’clock
  - Thickness: 4.7 mm
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP12: Second hand on 6 o’clock
  - Thickness: 4.7 mm
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP13: Central second hand
  - Thickness: 5.5 mm
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP14: Second hand on 9 o’clock
  - Thickness: 6.3 mm
  - Moon phase
  - Day of the week
  - Month
  - Date
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP15: Second hand on 9 o’clock
  - Chronograph
  - Thickness: 7.6 mm
  - Minute hand of chronograph on 3 o’clock
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP16: Hour hand on 12 o’clock
  - Second hand on 6 o’clock
  - Thickness: 4.7 mm
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP17: Hour hand on 3 o’clock
  - Second hand on 9 o’clock
  - Thickness: 4.7 mm
  - 21600 A/h - 3 Hz
  - 48 hour reserve

- IP18: Second hand on 9 o’clock
  - Moon phase
  - Day of the week
  - Month
  - Date
  - Chronograph
  - Thickness: unknown
  - 21600 A/h - 3 Hz
  - 48 hour reserve
K: MECHANISM OVERVIEW

STRAP MECHANISM A

This idea implements a thread on the outside of the crown. The two lugs on the right side of the watch are connected to the crown and sliders that go into the watch. When the crown is rotated, the thread forces the lugs to slide out of the case, making room for the straps to be removed.

STRAP MECHANISM B

This method has a moving crown protection. The top and bottom side of the crown protection are connected to the lugs. Pressing down on the protection as is illustrated in step one, drags along the top lug. Pushing upwards drags to bottom lug along. This allows the removal of both straps to be done separately.
STRAP MECHANISM C

The third mechanism has a rotating mechanism on the right side of the watch. The lugs are connected to the crown protection and can rotate around the crown. The spring-loaded pins of the bracelet fall into slots that are carved into the lugs. This allows the lugs to rotate away from the bracelet.
BEZEL MECHANISM A

The first mechanism has a snapfit at the 12 and 6 hour mark. These are connected to a semi-circle with a pushbutton on the left side of the watch. When the button is pushed, the snapfits move to the right side of the watch, releasing the grip on the bezel.

BEZEL MECHANISM B

This mechanism is similar to mechanism A. The difference is in the motion of the snapfits. Instead of a linear motion, this mechanism uses a rotating motion. The button can be rotated upwards. This again moves the snapfits, Because of the rotating motion, the snapfit at the 12 hour marker has to be the mirrored shape of the snapfit at the 6 hour mark (not illustrated in the overview).
This method uses two pushbuttons at the 12 and 6 o'clock position of the watch. Connected to these buttons are two snapfits. Pushing the buttons moves the snapfits. Releasing the grip on the bezel (similar to bezel mechanism A)

Mechanism D is a variation on mechanism C. Instead of two pushers, only one is placed at the 9 o'clock position. And instead of the pusher being the snapfit, the pusher is now the female part of the connection. The snapfit is placed on the bezel. At the 3 o'clock position, the crown is in the way of a possible pusher. As an alternative, the snapfit on the bezel snaps regularly on the case. By releasing the bezel at the 9 o'clock position first, the bezel can be manipulated in such a way that the snapfit at the 3 o'clock position also releases.
BEZEL MECHANISM E

Mechanism E has a rotating button at the 9 o’clock position. Inside the case the button is connected to a circular bar that is interlocked with the bezel. Rotating the button lets the circular bar slide out of the bezel. Unlocking it from the case.

BEZEL MECHANISM F

The final mechanism again uses snapfits as a means to release the bezel. In this case the snapfit is attached to the bezel and grips onto the case. A pusher at the 9 o’clock position forces the snapfit out of position and this action releases the bezel from the case.
The finite element method was used in Solidworks Simulations to calculate the displacement of the snapfit. For the dimensions of the snapfit, a width of 1.5 mm was used. The thickness of the snapfit was 0.5 mm and the length 3.5 mm. This was the maximum length possible within the boundaries of the case size.

The simulations very quickly lead to the conclusion that a metal snapfit would never have enough elasticity to allow the bezel to release. With a force of ten Newton (which is way more than a user likely would be able to exert on such a small button), the displacement of a titanium grade 2 snapfit was only a maximum of 0.04 mm.

An alternative to the titanium would be to use spring steel for the snapfits. This change resulted in a twice as large displacement. However, the displacement still was too small to be functional.

From these results it was concluded that only a snapfit made from plastic would likely reach the minimum requirement of displacement (at least 0.5 mm). However, because of the ‘cheap’ appearance of plastic, this was not an option. Thus it was decided to replace the snapfit entirely.
M: MOMENT OF INERTIA CALC.

The calculation was made by simplifying the anchor into point masses, cylinders and hollow cylinders. Both the point mass and (hollow) cylinder can be calculated using the following formulas.

Moment of a point mass $= m*r^2$
Moment of a cylinder $= \frac{1}{3}m*l^2$
Moment of a hollow cylinder $= \frac{1}{2}m*(r_1^2+r_2^2)$

The illustration on the right shows how the anchor is split into different simplified parts. For the dimensions and the gravitational centre of each part, solidworks was referenced.

The dimensions for these parts were as following:

mass is in kilograms and distances are in meters.

\[
\begin{align*}
m_1 &= 0.00134 : & \text{Rubym1} &= 0.00073 : \\
r_1 &= 0.00235 : & \text{Rubyr1} &= 0.00205 : \\
m_2 &= 0.00158 : & \text{Rubym2} &= \text{Rubyr1} : \\
r_2 &= 0.00166 : & \text{Rubyr2} &= 0.00165 : \\
m_3 &= 0.00516 : & m_3 &= 0.00123 : \\
r_3 &= 0.00123 : & m_4 &= 0.00180 : \\
\end{align*}
\]
Calculations for the moment of inertia of the separate parts:

\[
\begin{align*}
\text{pmruby1} & := \text{Ruby1} \cdot \text{Ruby1} : \\
\text{pmrubyarm1} & := m1 \cdot r1^2 : \\
\text{pmrubyarm2} & := m2 \cdot r2^2 : \\
\text{pmring} & := \frac{1}{2} \cdot m6 \cdot (r61^2 + r62^2) : \\
\text{pmcounterbalance} & := m3 \cdot r3^2 : \\
\text{pmarm} & := m4 \cdot r4^2 : \\
\text{as1} & := \frac{1}{3} \cdot \text{mas}1 \cdot l1^2 : \\
\text{as2} & := \frac{1}{3} \cdot \text{mas}2 \cdot l2^2 : \\
\text{as3} & := \frac{1}{3} \cdot \text{mas}3 \cdot l3^2 : \\
\text{as4} & := \frac{1}{3} \cdot \text{mas}4 \cdot l4^2 : \\
\end{align*}
\]

Adding the different parts together to get the moment of inertia for each ‘arm’ of the anchor.

These can be used to calculate the moment of inertia of the anchor by itself, and the moment with the counterballance attached.

\[
\begin{align*}
\text{Imaxle } &= \frac{1}{3} \cdot \text{mas}1 \cdot l1^2 : \\
\text{maxleThin1} & := \frac{1}{3} \cdot \text{mas}1 \cdot \text{Thinner} : \\
\text{maxleThin2} & := \frac{1}{3} \cdot \text{mas}2 \cdot \text{Thinner} : \\
\text{maxleThin4} & := \frac{1}{3} \cdot \text{mas}4 \cdot \text{Thinner} : \\
\end{align*}
\]

These values are in kg/m². In order to keep the same moment of inertia that was valid before the addition of the counterballance, weight needed to be removed from the anchor. To do so, the anchor would be etched so that a layer of metal could be removed from the entire upper surface.

In the calculations, all the masses of the different parts were multiplied with a factor which is called ‘Thinner’. This simulates the weight removal of the anchor. The ‘Thinner’ represents the amount of material that was left after etching. Because the material will be removed equally over the entire anchor, the distance between the axle of the anchor and the gravitational centres of all the parts remain the same. Etching away 0.065 mm of the 0.3 mm thick anchor seemed to have the most accurate result.

Again the moments are added up to each other to result in the total for each ‘arm’ of the anchor.

This resulted in a new moment of inertia that came close to the moment of the anchor without any alterations.

| Moment of anchor | 0.000002738951258 |
| Moment of ballanced anchor | 0.000002747126472 |
| Moment of thin ballanced anchor | 0.0000027389037 |

\[
\begin{align*}
\text{IarmThin1} & := \text{pmarmThin1} + \text{maxleThin1} + \text{pmruby1} : \\
\text{IarmThin2} & := \text{pmarmThin2} + \text{maxleThin2} + \text{pmruby1} : \\
\text{IarmThin4} & := \text{pmarmThin4} + \text{maxleThin4} : \\
\end{align*}
\]
Bezel stationary layer
Dial

Dimensions:
- Diameter: 32 mm
- Height: 0.3 mm
- Radius: 15.3 mm
- Distance: 9.8 mm
- Width: 2 mm

Scale: 2:1

Date: 7-3-2015

Format: A4

Weight: 4

Designed by: Maurice Rombout
Slider part 1.

Maurice Rombout

7-3-2015

1 gram

A4

8
Slider part 2.

Scale Measured in
A-A (5 : 1)

Signed
Maurice Rombout

TU Delft
Industrial Design Engineering

SolidWorks Student Edition.
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