

7 630040 983693

GGM.L057.BG
Ed. 09/19



Luminox X Bear Grylls



SEA



AIR



LAND

S E R I E S



Luminox X
Bear Grylls
Find your adventure



ADVENTURE AWAITS

Be brave. Inquisitive. Prepared for the journey.

Ready for anything. Unafraid to fail - we never give up.

*Uncover your adventure spirit
and we'll be with you all the way.*

A LIFE OF ADVENTURE

Bear had a real hunger to explore from a young age. Always curious. Never still. Eager to discover new places and follow the path less trodden. And the story is still being written...

BEAR GRYLLS TIPS FOR NAVIGATION

#NEVERGIVEUP

Knowing cardinal directions is an invaluable tool if you decide to move. This decision might be dictated by either knowing that no one is looking for you or if your current position becomes unsafe. There are many ways of finding direction.

YOU'RE IN A SPOT OF TROUBLE...

Whether you make it out alive or not will largely come down to you:

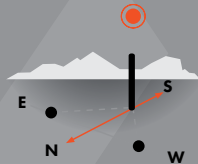
YOUR ATTITUDES AND YOUR ACTIONS.

Shadow Stick

Place a stick in the ground. Mark where the tip of the shadow falls, then wait 15 minutes and mark again. The line between those marks denotes a general east-west axis. (Not recommended in Polar Regions above/below 60° latitude. In the Southern Hemisphere, the south line in this drawing will become north.)

Luminox Wrist Watch

To use your watch as a compass in the Northern Hemisphere, point the hour hand at the sun. The imaginary line bisecting the hour hand and 12 o'clock is your north-south line. (Not accurate in lower Latitudes below 20° .) In the Southern Hemisphere, point 12 o'clock at the sun and then bisect that and the hour hand.





"Life isn't about how high you can climb but is about how many times you can fall down but get back up and keep moving onwards and upwards. And in those critical moments this watch has proved such a reliable friend to have by my side".

Bear Grylls

The watches all feature Bear Grylls' logo and motto, *Never Give Up*, on the dial and caseback. Depending on the model, the watches incorporate compasses, paracords, morse code decoders, rulers, walking speed scales, and, of course, the Luminox Light Technology so that the watch is visible in any lighting conditions and will remain visible for up to 25 years.

A photograph of Bear Grylls in a black jacket and white pants, jumping over a dark rock ledge. He is wearing a large black backpack and has a watch on his left wrist. The background shows a blue body of water and a clear sky. The image is overlaid with a large, semi-transparent 'X' shape. The words 'NEVER GIVE UP' are repeated in a light grey font across the background.

NEVER GIVE UP

Bear

ABOUT LUMINOX

Luminox, the original self-powered luminous watch brand, is the watch of choice for global outdoor adventure icon Bear Grylls, U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

Visit our website:
www.luminox.com



facebook.com/Luminox



instagram.com/luminoxworld



youtube.com/LuminoxWorld

Luminox Light Technology (LLT)

All Luminox watches feature a self-powered illumination system employing tiny micro gas light sources. This Swiss technology guarantees unsurpassed ability to read the time, 24 hours a day, 7 days a week, for up to 25 years. Each watch has micro gas lights mounted on the hands, dial, and, when necessary, also on the bezel. This technology does not depend on an external light source to "charge" fluorescent paint on the dial or hands in order to glow, nor do Luminox watches require the push of a button to light up as do watches with electroluminescence.

**ALWAYS
VISIBLE**
CONSTANT GLOW
FOR UP TO 25 YEARS

