

Timing the games

Autor(en): **[s.n.]**

Objektyp: **Article**

Zeitschrift: **Helvetia : magazine of the Swiss Society of New Zealand**

Band (Jahr): **61 (1995)**

Heft [1]

PDF erstellt am: **12.07.2024**

Persistenter Link: <https://doi.org/10.5169/seals-944993>

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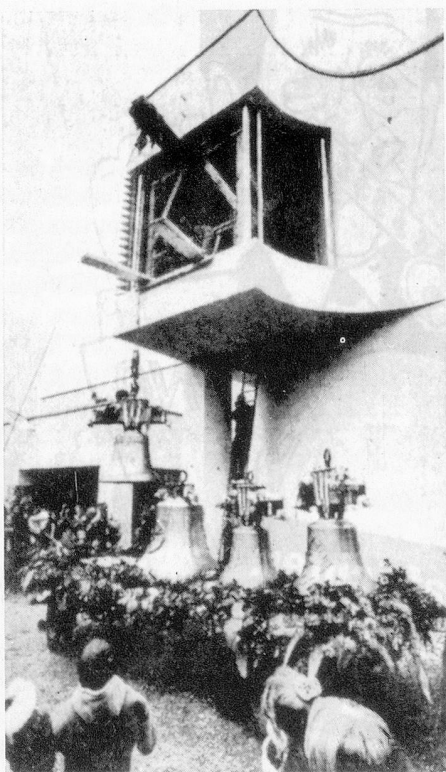
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MODERN CHURCH TOWER

This new Roman Catholic church with its peculiar bell-tower has recently been consecrated in Rafz (ZH). Although this modern church is a far cry from the old-style churches, the ceremony of the hanging of the bells was done in the proper traditional way with all the usual decorations, speeches and decorum. The 4 bells were made in Germany and weigh a total of 1650 kgs.

LAKE CONSTANCE HAS GROWN

Following a recent survey, the lake of Constance (Bodensee) is larger and deeper than originally recorded in 1893. The new measurements indicate now a depth of 254m (previously 252m) and a

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Attention!
Society Shooting at Ardmore (see dates 1995 section)
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(Registered at the G.P.O. Wellington as a Magazine)
Monthly Publication of the Swiss Society of New Zealand (Inc.)
Group New Zealand of the Helvetic Society

surface of 571.5 sq.km. (previously 538.5 sq.km.) This means the lake is 33 sq.km. larger than thought until now. 33 sq.km. represents roughly a square 6 km by 6 km, a large area of water that nobody knew was there until now. Amazing that such a discrepancy could remain undetected for over 100 years. It would be interesting to find out who owns this extra area: Switzerland or Germany or maybe even Austria. Could it also mean that these countries have now grown in size too? No doubt, it is going to be a big headache for the three governments involved.

as the Swiss government and has been the official timekeeper at more Olympic Games than any other company.

This will be very advantageous to Swatch, their sister company, which will benefit from decades of experience. Precision is of prime importance as the official Olympic timekeeper has to guarantee accurate timing to one-thousandth of a second - a period of time, though minuscule, which can distinguish between the winner and second place.

Along with being the official timekeeper, Swatch will be acting as sponsor and partner. The company is to donate a percentage of the proceeds from the sales of Swatch Specials with the Olympic Games logo to support youth sport. Keeping in line with its strategy to promote creativity, Swatch will also be organising an art project involving artists from all over the world to be presented at the Games.

TIMING THE GAMES.

Swatch wins the 1996 Olympics. After losing the bid to keep time at the 1992 Summer Olympics in Barcelona to Japan's Seiko, a Swiss watchmaker has recently recaptured the honour. The coveted contract for the 1996 Summer Olympics in Atlanta has recently been awarded to Swatch, part of the Bienne-based watch manufacturer SMH (Swiss Corporation for Micro-electronics and Watchmaking Industries Ltd.). The 26th Olympics will also be celebrating the 100th anniversary of the modern Games.

Swiss watches have a long tradition at the Olympics. Back in 1932, Omega was approached by Olympics organisers to provide chronographs and stopwatches for track events at the Los Angeles games. The company, today also a SMH subsidiary, took on the task, subsequently adding 20 Olympics over a period of 60 years.

To support its position, Omega together with Longines formed the joint venture Swiss Timing in 1972 to capitalize on know-how and pool together financial material and human resources. The joint venture enabled these watch manufacturers to keep abreast of the changes in the industry and maintain a lead over American and Japanese competition. Swiss Timing is backed by the 400 member Federation of the Swiss Watch Industry, the banking, insurance and airline sectors, as well



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