

Division Furtive launches the world's first automatic color matching electro-mechanical watch

Montreal, QC, CANADA - August 30th, 2017 - Division Furtive, an independent watchmaker, announced today the launch of Type 77, a series of four devices. This series includes an electro-mechanical timepiece (Type 77.TIME), an electro-mechanical fitness tracker (Type 77.MOVE), a wrist-fidget (Type 77.CUBE) and a wrist-game (Type 77.MAZE).

Gabriel Ménard, watchmaker and founder of Division Furtive stated "I'm thrilled to introduce this new series because every device is highly unique and novel. I especially want to point out that the Type 77.TIME flagship product is the world's first electro-mechanical watch to have an optical color picker that can automatically match the color of the backlight to your clothing."

The four Type 77 devices are offered for pre-order only on division-furtive.com starting today. The presale will last until September 29th, 2017. Each device is limited to 100 units. This is a change of direction for Division Furtive which historically released new designs on Kickstarter and with production in quantities of 1000 units.

You can contact Division Furtive via the contact section on division-furtive.com

A digital press kit about Type 77 including high-resolution pictures is available on division-furtive.com



Type 77.TIME



Type 77.MOVE



Type 77.CUBE



Type 77.MAZE