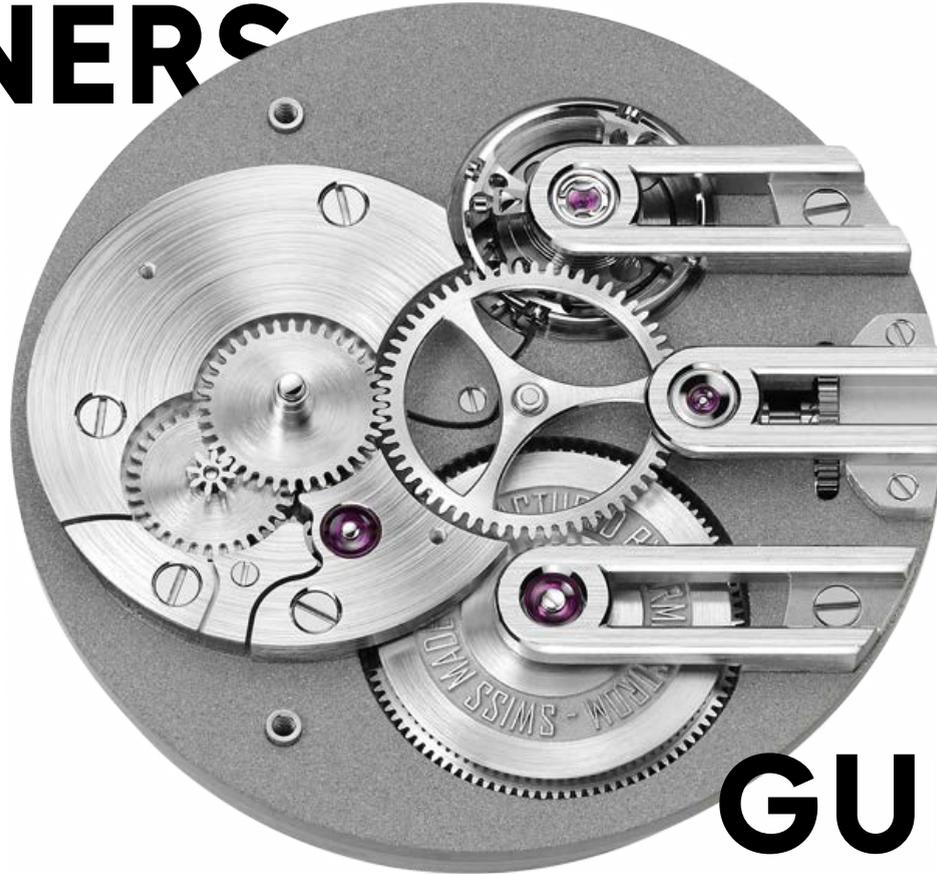


ARMIN STROM

SWISS WATCH MANUFACTURE

OWNERS



GUIDE

LADY BEAT
CALIBRE ALA20

LADY BEAT

INSTRUCTIONS FOR USE

Designed by women, for women. The Lady Beat is the first model created specifically for women by Armin Strom. To do so, the manufacture drew on the expertise of female designers. The contemporary 38mm dimension maintains the essence of Armin Strom DNA while shaping a new aesthetic that showcases the brand's love for reduction to the essential, enhancing legibility, and maximizing the user experience.

The design stands out with the use of circles and semi-circles, in particular with the off-center dial. The beating heart of the watch, the balance wheel, is exposed under one of the three straight bridges, which will certainly appeal to women who enjoy mechanical watches.

Thank you for buying an Armin Strom watch. To guarantee perfect working of your watch for many years to come, please pay careful attention to the advice on use set out in these instruction

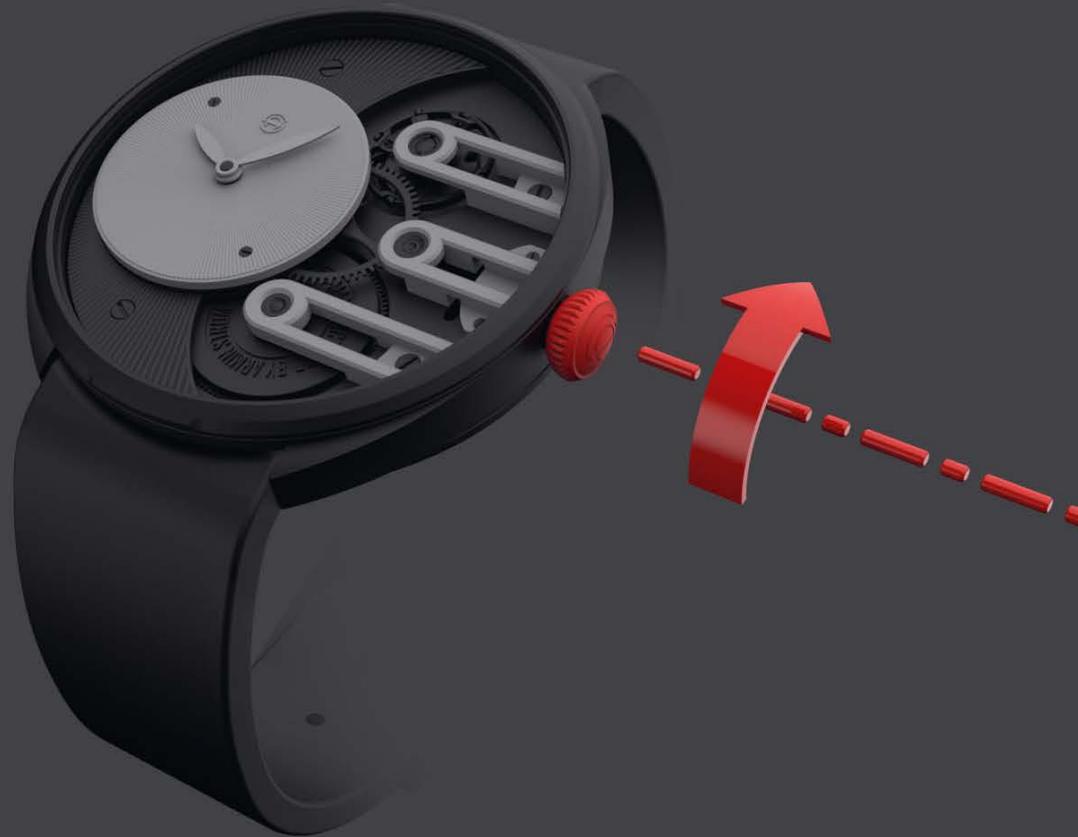
Hours



Minutes

WINDING





Your automatic watch is wound by the movements of your wrist. If it has not been worn for some time and has stopped, it is necessary to wind it manually with approximately ten crown turns. To do so, turn the crown clockwise in the normal crown position.

When fully wound, the watch has a 70h power-reserve. The barrel of the Calibre ALA20 is fitted with a slip-spring, which is not locked when the movement is fully wound. Some 48 turns are needed to wind the watch fully.

SETTING THE TIME



Pull the crown out **one click**. To ensure correct setting of the time, first rotate the minute hand 5 minutes ahead of the desired time, then go back (by rotating counterclockwise) to the desired time.



IMPORTANT: do not operate the crown underwater or when the watch is wet. Always push the crown back to the normal position once the settings have been made.



Dear Collector, You are the proud owner of an ARMIN STROM timepiece. Our sincere congratulations on your purchase!

We hope you derive great pleasure from your watch and thank you for your confidence in us.

Serge Michel
Founder

Claude Greisler
Co-Founder

WARRANTY

Your Armin Strom watch is warranted against manufacturing defects for a period of five years from the original purchase date. Within the framework of this warranty, any servicing or repair work on your Armin Strom watch must be carried out by an authorized Armin Strom service center.

The warranty does not cover:

- defects or damages after the warranty expires
- damages resulting from the misuse, negligence or accident
- defects or damages resulting from unauthorized modifications or repairs
- theft, loss, acts of God, accidents and natural disasters
- wear and tear from normal ageing and use of the watch
- damages resulting from the contact with water if water resistance tests have not been performed every two years and each time the case was opened, or, if your watch is not water resistant

In order to benefit from your Armin Strom warranty, you will be required to present to Armin Strom or any Armin Strom authorized Retailer, your warranty Certificate duly completed, dated, stamped and signed by Armin Strom or an Armin Strom Authorized Retailer.

NOTE The international warranty does not in any way affect the consumers' rights legally recognized by the applicable national legislation.

MAINTENANCE AND CARE

Like any sophisticated instrument that can be subjected to a wide variety of stresses and strains, your Armin Strom requires proper care and regular maintenance. We generally recommend that a maintenance service should be carried out every 3 to 5 years. To ensure that the service is carried out professionally, take your watch to Armin Strom or an authorized Armin Strom retailer.

We recommend the following considerations, so that your watch is preserved as long as possible:

- keep your watch away from exposure to magnetic fields like electric devices, speakers or other electromagnetic appliances
- avoid wearing your watch during activities involving strong vibrations or impacts
- avoid exposing your watch to extreme climatic changes, in particular changes in temperature or humidity such as saunas
- take your watch off before you swim in seawater. Rinse your watch with fresh water after exposure to salt water
- Avoid contact with cosmetics or corrosive products as these may damage seals, straps or case
- to clean your watch, simply wipe it with a little soapy water and dry it with a soft cloth
- When not being worn, keep your watch in a cool dry place

WATER RESISTANCE

Your Armin Strom watch is water resistant to 30m. The water resistance of a watch can be compromised by external factors (such as shocks, perspiration, cosmetics or salt water) or by the natural aging process of the gaskets. That is why water resistance cannot be permanently guaranteed, and the gaskets must be periodically replaced. We recommend having a water-resistance check conducted every two years. Always make sure that the crown is pressed back in the normal position.

