

## Tissot watches best known for innovation and accuracy

Contributed by admin  
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Tissot watches are made by a Swiss company that was founded in 1853 by Charles-Félicien Tissot and his son Charles-Emile in the Neuchâtel area of the Jura Mountains, in Le Locle, Switzerland. Since then the company has been producing some of the world's best watches.

The company believes in setting the highest standards in the making of watches. It is this commitment to excellence that has made Tissot not only a major brand name but also a flag-bearer of Swiss watches. Another goal of the company is to offer high quality watches at affordable prices.

In its 150 years of existence the brand has built a name for itself in the areas of performance, precision and craftsmanship. The company has won several laurels in the world of horology and has been for years the official timekeeper for world championships in ice hockey, cycling, fencing and motorcycling.

Since 1985 the company has been a part of the Swatch group, which is the largest producer and distributor of watches in the world. The company is based at Le Locle in Switzerland and is present in more than 150 countries around the world.

The company uses the best movements to make its watches. The watches are waterproof to a depth of at least 30 meters. Some are waterproof to 300 meters. Spares and service are offered for 10 years for all watches and for up to 20 years for gold watches.

The company is also very innovative. It has produced watches that have been made of wood, plastic and stone. In recent years the brand has come to be known for its 'T-Touch' technology. New models have touch-sensitive sapphire faces that include barometers, altimeters, compasses, internet access and thermometers. One of these watches was featured in the film Lara Croft Tomb Raider: The Cradle of Life.

This is the only company that has used the touch screen with MSN smart watch technology. This is in keeping with the company's claim -- Innovators by Tradition.

These smart watches provide weather forecasts, news headlines, stock quotes, sports news, agenda, personal messages etc.

The touch screen feature can be activated by pressing and holding the center of the three buttons on the right side of the watch. To use the thermometer, the watch needs to be taken off, for about 15 minutes, to avoid the effect of body heat.

Ladies can enjoy the benefits of state-of-the-art engineering with The T-Race sports chronograph. This watch offers a striking design, and comes in bright colors, like turquoise, pink and lilac. {mosgoogle left}