



Fairchild Watches: On the top, left to right, are the men's F1002/1003 watches; the F1040 (gold); the F1042/1043; and the F1520/1521 for women. On the bottom, from left to right, are the men's F1041 (rhodium); the F1020/1021; the F1030/1031; and the F1510/1511 watch.

Timely entry in consumer market

Fairchild on July 25 entered the consumer end-product market with the introduction of a full line of LED (light-emitting diode) solid-state digital watches, ranging in retail price from \$115 to \$195.

Initially offered in six men's and three women's styles, the five-function Fairchild watch is less than 3/8 of an inch thick, slimmer than any previously available digital watch. The thinness is a result of recent advances in miniaturized circuitry, combined with a new approach to module design which permits use of smaller batteries than in other digital watches.

Greg Reyes, Fairchild vice president and general manager of the newly formed Consumer Products Group, said, "Announcement of this new watch line marks a definitive move by Fairchild into the consumer electronics field.

"The company has for some time supplied semiconductor components, modules, and displays to digital watch companies. With our recent additions to the Consumer Products Group--particularly the Exetron Division--we were able to focus major resources in bringing to the marketplace a line of watches worthy of bearing the Fairchild name."

A total of 18 model combinations in gold, stainless steel and rhodium will be available in designs ranging from classic

to the contemporary. Emphasis was placed on providing a number of viewing windows from elliptical to hexagonal, all in cases with the new slim elegance of the Fairchild watch. Lenses are made of a special ruby-colored mineral glass for scratch resistance and viewing ease.

The five watch functions are grouped in three separate operations. For the hour and minutes, the single button is pressed once and released. Another press displays the month (numerically) and the date. A third press provides seconds. Each LED readout remains visible for 1.5 seconds, with the seconds display continuing sequentially when the button is held.

The Fairchild watch, which carries a three-year warranty, has no moving parts and the batteries need be replaced only once a year. The watch is accurate to 60 seconds a year. Each solid-state watch module, comprised of semiconductor components integral to its operation, replaces as many as 70 moving parts found in a standard mechanical watch.

The watches will be distributed through fine jewelry stores and jewelry sections of major department stores, Reyes said. Fairchild will have local representation throughout the U.S. with a large consumer products sales and service organization.