



GGM.L054.1200  
Ed.11.18

OFFICIAL PARTNER OF ICE-SAR



SWISS + MADE



SWISS + MADE



ICE-SAR ARCTIC 1200 SERIES

## ABOUT ICE-SAR

Iceland is a barren island located in the North Atlantic Ocean, known for being plagued for centuries with volatile arctic winds and freezing winters. The nation's constant exposure to the harsh forces of nature has sometimes meant that the ultimate sacrifice of life is either at land or sea.

Widely known as "The Land of Fire and Ice", Iceland is home to some of the largest glaciers in Europe, and to some of the world's most active volcanoes. Iceland is also the land of light and darkness. Long summer days with near 24-hours of sunshine are offset by short winter days with only a few hours of daylight. The ICE-SAR roots are in the long and complex tug of war between man and nature. Avalanches, shipwrecks, storms, eruptions, earthquakes and sub-zero winters have forged a strong force of volunteers – Iceland is a country with no professional army - that dedicate their time to helping their fellow citizens, and a rapidly growing number of foreign visitors, at the moment of need.

Founded in 1928, the first volunteer association created this proud tradition and carry it on till this very day. Soon enough, more teams from the small fishing villages followed suit and today ICE-SAR stands strong with 93 teams and a force of over 4.000 volunteers passionately driving accident prevention and Search and Rescue programs in Iceland. All volunteers are true Search and Rescue experts as all rescuers receive an 18-months training before they can go on their first mission and proudly stand behind the ICE-SAR motto: Devotion, Professionalism and Leadership.

## OFFICIAL PARTNER OF ICE-SAR, THE ICELANDIC ASSOCIATION FOR SEARCH AND RESCUE

Luminox watches have proven their reliability on all sea, air, and land dimensions. In addition to ice, heavy rains and strong winds, ICE-SAR also has to deal with limited daylight visibility as Iceland remains in partial or total darkness during several months in winter. In such conditions, Luminox watches and their unique self-powered illumination system – providing constant glow for up to 25 years - truly becomes an essential gear to ICE-SAR teams in order to conduct their missions.

*On the partnership, ICE-SAR commented: „We are honoured to have an international and prestigious partner such as Luminox. Their watches are tough, light, and perfectly fitted to the Icelandic weather“. ICE-SAR also mentioned: “We, at ICE-SAR, are not heroes – we are ordinary people doing extraordinary work. Volunteers may join ICE-SAR for the action and the adrenaline - but first and foremost because they share the vision of helping others.”*





**ICE-SAR**  
ICELANDIC ASSOCIATION  
FOR SEARCH AND RESCUE

**“WE ARE NOT HEROES,  
SIMPLY DOING OUR JOB”**



## THE WATCH AS A SUN COMPASS:

In a survival situation it is possible to check your direction using an analog watch, whenever you can see the sun.

In the Northern Hemisphere: point the hour hand of your watch dial at the sun. Bisect the angle between the hour hand and the 12 o'clock mark to get the north-south line (substitute 1 o'clock mark during Daylight Saving Time). North will be the direction further from the sun.

In the Southern Hemisphere: point the 12 o'clock mark on your watch dial at the sun. Bisect the angle between the hour hand and the 12 o'clock mark to get the north-south line (substitute 1 o'clock mark during Daylight Saving Time). North will be the direction further from the sun. Once North is found, adjust the 12H part (N) of the bezel to North.



## MAIN PRODUCT FEATURES

**Case size:** 46 mm

**Case:** Stainless steel with bi-directional rotating bezel

**Caseback:** Stainless Steel screwed in

**Water resistance:** 20 ATM

**Glass:** Sapphire crystal with Antireflective-coating

**Strap:** Metal band or reflective fabrics

**Number of LLT's:** 15

**Movement:** TimeDate Ronda 715 Lithium

**Dial:** Hydraulic stamped

**Swiss Made**



## LUMINOX - ALWAYS VISIBLE

Luminox, the original self-powered luminus watch brand, is the watch of choice for U.S. Navy SEALs, The Icelandic Association for Search and Rescue (ICE-SAR), Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always Visible, tough, powerful and accurate, Swiss-Made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.



## FOLLOW LUMINOX



facebook.com/Luminox



instagram.com/luminoxworld



youtube.com/LuminoxWorld

Visit Luminox website: [www.luminox.com](http://www.luminox.com)

## FOLLOW ICE-SAR

Visit ICE-SAR website: [www.icesar.com](http://www.icesar.com)

ICE-SAR pictures supplied by: [www.sosfotos.com](http://www.sosfotos.com)

## #EVERY SECOND COUNTS

Whether it is search and rescue, a race against time, or making it to the top of the mountain for the sunrise, for every great mission, Every Second Counts.

A few seconds can make the difference between a successful or unsuccessful venture, a great athlete beating their own best time, or making it to that moment that you've dreamed of your entire life.

Every Second Counts is about the spirit of adventure.  
Because life is not a rehearsal...