

NIXON 

CLINIC KIT



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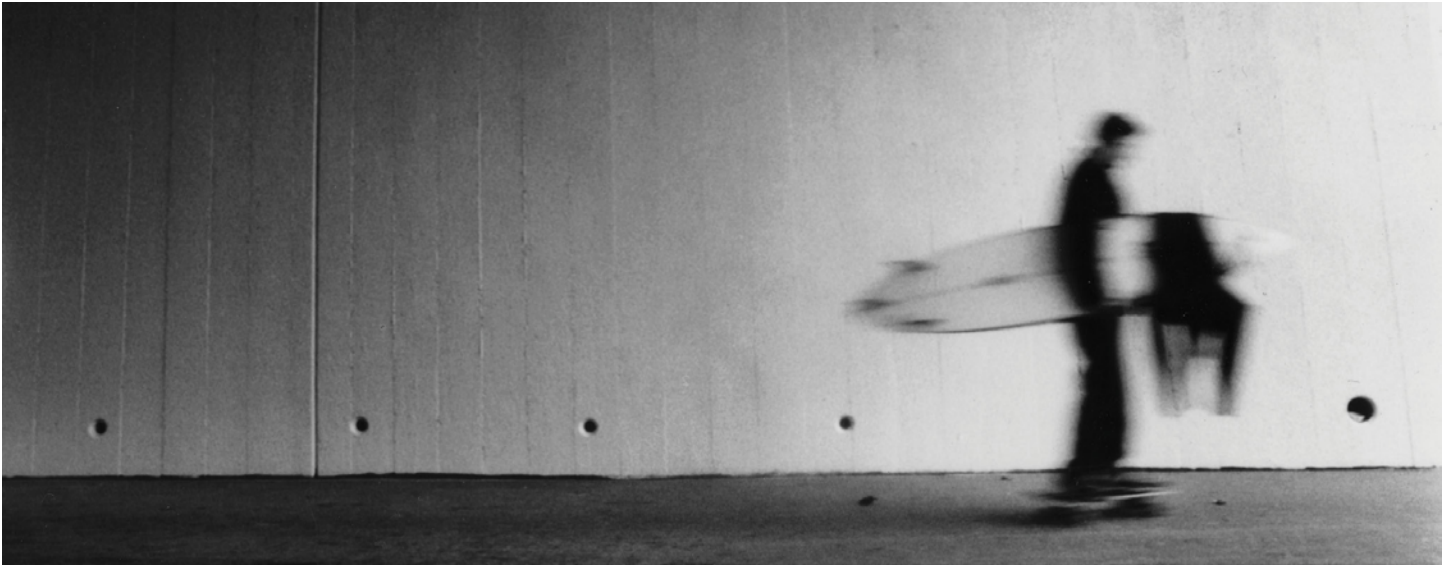
BEST SELLERS



STAR WARS™



GIFT GUIDE



NIXON 101

Are you curious about how Nixon came to be? When it started and why? Look no further, cause we've got answers.

IN THE BEGINNING

Launched in 1997 by Chad DiNenna and Andy Laats in the beachside town of Encinitas, CA Nixon came to be after Chad, frustrated because he couldn't find a watch he was stoked on, identified a need that was not being met.

Noting that nothing captured his attention, his point of view and what he stood for, here was a guy who was working in the action sports industry, who grew up surfing, was snowboarding every winter and somehow when he went to grab a watch to slap on his wrist, he felt like nothing quite hit the mark.

Andy, after a long stint working at one of the world's best snowboarding manufacturers as a mechanical engineer, went back to school to study for his MBA. Through mutual friends, Chad's idea and Andy's biz schooling met and the seed for Nixon was planted.



WE ARE NIXON

Based in the coastal beach town of Encinitas, California, Nixon is an American men's and women's watch, accessories and audio brand. Founded by Andy Laats and Chad DiNenna, Nixon's first watch shipped to stores in the summer of '98. Focused on the youth lifestyle and design market, Nixon's range of team-designed, custom-built products was first introduced at retail through independent boardsport retailers, including surf, skate and snow shops. Distribution quickly spread to include specialty boutique and fashion retailers shortly after the brand's launch and is now currently sold in over 90 countries worldwide. Nestled comfortably against the Pacific Ocean in southern California and with offices tucked neatly next to some of the best spots in Europe, Australia and Asia you'll find Nixon people doing what we do. We make watches and accessories to reflect who we are and the life we live. We travel all corners of the globe to experience life and it is through these explorations, the people we meet and the journey to get there that takes shape in the things we create. Welcome to Nixon.



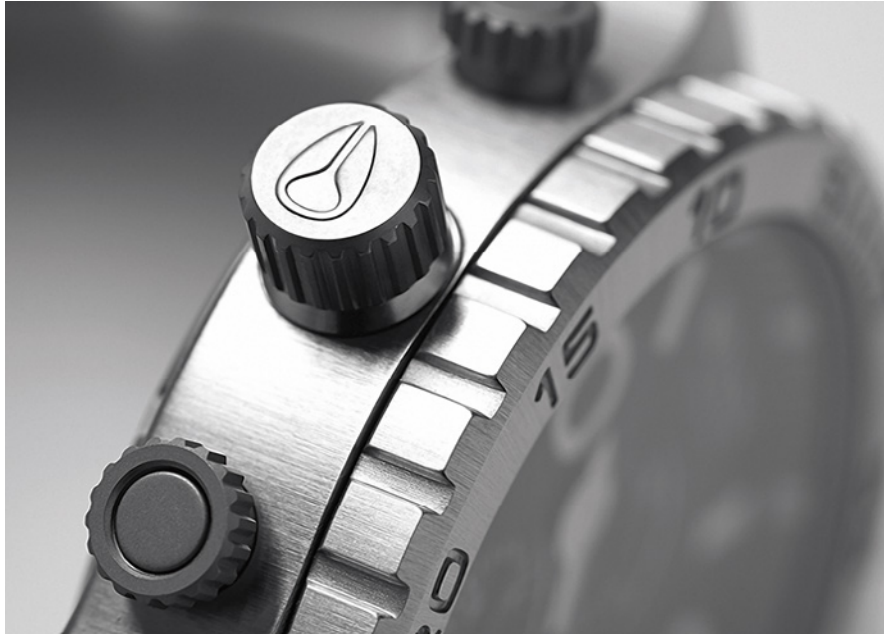
TEAM DESIGNED

Nixon works alongside some of the world's most gifted and inventive individuals. From surfers, skaters and snowboarder to artists and musicians; it is through this group of insanely talented people and their range of interests and styles that we are influenced. Nixon delivers products that meet your needs in various high-stress work and play environments. Our dedicated team's perspectives contribute to a single unified expression: team-designed, custom-built accessories for a life well lived.



CUSTOM BUILT

Constructed around decades of making the little stuff better, we're driven to create custom built products to reflect our unique point of view, our heritage, our style and we don't stop until we get it right. Nothing is off the shelf; Everything we create is 100% custom and 100% Nixon.



PREMIUM MATERIALS

We sweat the small stuff because the small stuff matters. Since 2009 select Nixon leather watch bands have been created for us by Horween Leather, a Chicago tannery with more than 100 years of history. This season we continue to source partners to further elevate Nixon's "custom built" ethos. British Millerrain, the premiere manufacturer of waxed cotton, found select watch straps and backpacks and the use of Cerakote allows us to add color to the Primer Collection's surgical grade stainless steel bands and cases for a bold, matte monochromatic application.



ACCESSORIES

Creating products you haven't seen before but have always wanted, our collections are focused on a curated selection of our favorite designs of watches, wallets, bags, and select apparel in limited colorways and collaborations.



COLLECTIONS

Nixon was created with one goal in mind: to unify the best in the world, however diverse their personalities, talents, interests, or styles into one expression. Our collections culminate these inspirations through refined materializations, seasonal color adds, and unique finishings.



WHERE YOU'LL FIND US

Nixon is sold in over 80 countries worldwide ranging from surf, skate and snowboard shops to boutiques, watch/jewelry retailers and more. Nestled comfortably against the Pacific Ocean in Southern California and with offices tucked neatly next to some of the best spots in Europe, Australia, and Asia you'll find Nixon people doing what we do.





ANATOMY OF A WATCH

There's a lot that goes into something as small as a watch. The many components that live inside and outside the watch are complex and worth taking the time to get familiar with. Although learning every detail of every model can be a cumbersome undertaking, honing in on a few of the main components can make all the difference. If you struggle to keep all of the details straight, start off slow by trying to learn the movement, case, band, and dial information. That's a great place to start when highlighting what the key selling features are.

Another great tip, if you are unsure of the details, is to open the watch display and take out the watch. Let the customer try it on and let the watch do the talking for you. It's at this time that they can see if the fit and style works for them and that's the best selling technique out there. Sounds like an easy thing to do, and it is, and it can often close the deal on selling the watch.

Below is where we get into the basics of what makes up a Nixon watch:



- 01. DIAL:** Registers and displays the time. Communicates the information the watch contains. It does this with numbers and/or indices and hands.
- 02. BEZEL:** The area around the crystal. Some models, like the 48-20 shown here, have a rotating bezel with numbers that can be used as a timer.
- 03. BAND:** Keeps the watch on the wrist.
- 04. CROWN:** Controls the hands. Gasketed or screw down.
- 05. MOVEMENT:** Does the time keeping. It is the engine that drives the time and is typically not visible.
- 06. PUSHER:** Button used to activate secondary watch functions.
- 07. DATE WINDOW:** Small window revealing date.
- 08. SUBDIAL:** Smaller dial found on the main dial. Contains secondary info such as date, stop watch, 24 HR time, etc.
- 09. CASE:** Main component houses the dial and movement.
- 10. CRYSTAL:** Hard surface that covers the dial of the watch. It can often look like glass to the naked eye, but is much stronger than glass.



01. CASEBACK

Nixon: Who we are!

Caseback Saying: Each model has a unique caseback saying that helps set it apart. It's our way of personalizing each watch. The caseback saying in the example in photo 1 above is "The hunt continues."

Model: The name of the specific watch model. The model name in the example in photo 1 above is "The Rover Chrono."

Product Specs: Lists the case pressure rating and material, as well as the movement details.

Production Date Code: This number/letter combination indicates when each individual watch was produced.

02. PATENTED LOCKING LOOPER

Keeps any excess band tightened down and won't come undone while you shred. This detail is exclusive to Nixon.

03. CLASP

Keeps the band secure. Can be adjusted to fit most wrists.



MOVEMENTS

Watches are complex little machines, but are built on some simple techniques. In this chapter we will get down with movements. Movements are literally the heart of the watch and what keeps it ticking. There are **two types of movements** used in Nixon watches: *automatic* and *quartz*. From there, Nixon uses two types of display/dial type: *analog* and *digital*.

ANALOG

Analog refers typically to how the time is displayed - by the use of hands (watch hands on a dial = analog). Under the analog umbrella are two movements Nixon uses: **Automatic** and **Quartz**.



AUTOMATIC ANALOG

An **automatic** (aka “mechanical”) movement is considered an analog movement, but unlike a quartz analog, **it never needs a battery**. But how can that be? Well, for starters, it winds itself through the motion of your wrist. Keep in mind, if you take off your automatic watch for a few days it will lose power, but you just need to move it a bit to get it going again.

Examples of automatic Nixon watches include: The Automatic, The Player XL, The Ceramic 42-20 and The Supremacy (pictured, above).

Insider Tip: Keep in mind that if you don't use your automatic watch for a few days, you will have to reset the time.



QUARTZ ANALOG

Powered by a **battery** and regulated by the **oscillations**, or “heartbeat” of a **quartz** crystal, the quartz analog is the **most accurate type of movement**.

Examples of quartz analog Nixon watches include: The Sentry (pictured, left), The Private (pictured, center), The Cannon (pictured, right).

Insider tip: Japanese and Swiss quartz are the most accurate quartz analogs available.



DIGITAL

As the name indicates, a **digital** watch's electronic programming is what determines the watch functions. Identifying if your watch is digital is pretty straightforward; if it looks like your alarm clock, it's digital.

Examples of digital Nixon watches include: The Lodown (pictured, left), The Supertide (pictured, center) and The Unit (pictured, right).

Insider tip: Don't press the buttons under water.



CHRONOGRAPHS

Chronographs: they look great on the watch face, but did you know they serve a purpose other than just looking good? Chronos not only **add value**, and a **nice design aesthetic**, they are functional and **serve as a stopwatch**.

HISTORY OF THE CHRONO

Originally designed for racing and navigation purposes, today the chronograph function is commonly used as a timer for diving, running, coffee / tea brewing, cooking, and parking meters.

MEASUREMENT OF A CHRONO

The value of a chronograph is based on many factors but the “measurement” is a good reflection of the movement’s accuracy. **1, 1/8th, 1/10th, 1/20th, 1/100th** (seconds) are common measurements.

Examples of Nixon chronos are: The 51-30 Chrono and The 48-20 Chrono (pictured, below)



FUNCTIONS

- 01.** Reset pusher.
- 02.** Start/stop pusher.
- 03.** Second hand for the normal time keeping function and is always moving.
- 04.** 1/20th of a second stopwatch.
- 05.** Minutes stopwatch.much stronger than glass.
- 06.** Long skinny hand is the seconds stopwatch. If it’s not moving at all times, it’s not broken! This hand and this function is meant as a stopwatch function.



THE MISSION

Built smart and built tough, the Mission can withstand the elements so you can take it with you anywhere: in the water, on the hill, off road and beyond. Powered by Android Wear™ and working hand in hand with Surfline®, the world's largest and most credible source for surf conditions reporting, and Snocountry, the authority in mountain conditions, the Mission is equipped with a preloaded app and streamlines real-time surf and snow shred alerts to your wrist, so you'll never-not-know. Welcome to the next generation of smartwatch. Welcome to the Mission.



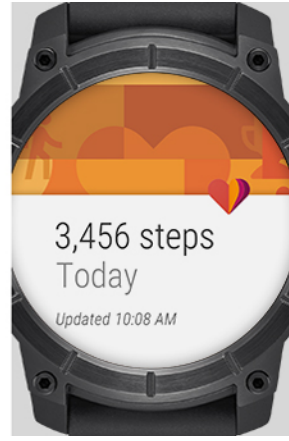
10ATM - BUILT FOR SURF

Design language and functionality inspired by Nixon's iconic action sports DNA sets the Mission apart from any other smartwatch you've come to know. Featuring a 10 ATM water rating and real-time surf conditions, powered by Surfline[®], it's your world on your wrist.



ULTRA-RUGGED - BUILT FOR SNOW

Created to withstand the harsh elements of the outdoors and whatever you put it through, the Mission is your all-terrain smartwatch built for mountain conditions and more. The pre-loaded Nixon Trace app allows you to track your sessions on the hill while seamlessly delivering snow reports to your wrist.



BUILT TOUGH

10 ATM Water Resistant:

10ATM/100M with patented Mic Lock™

Shock Resistant:

Super durable 48mm polycarbonate case

Heavy Duty Crystal:

Ultra-tough Corning® Gorilla® Glass built to resist the elements

Roll Cage Bezel:

316L surgical grade stainless steel raised bezel protects the touch screen and improves durability

POWERED BY

Android Wear:

Powered by Android Wear with Google Fit activity tracking, voice search, gesture/music control and more

Qualcomm® Snapdragon™ Wear 2100:

Featuring the newly launched Qualcomm® Snapdragon™ Wear 2100 system-on-chip (SoC), built specifically for wearables

Nixon Mission App:

Real-time surf and snow conditions from Surfline and Snocountry, powered to your wrist via the built-in customer Nixon Mission App

Nixon Trace App:

Pairs with Trace technology and allows users to track sessions at a pro-level and easily view and share stats. The Trace puck is not mandatory for the MissionTrace App functionality

OPERATING ENVIRONMENT

Use of the device requires a smartphone with the following specifications:

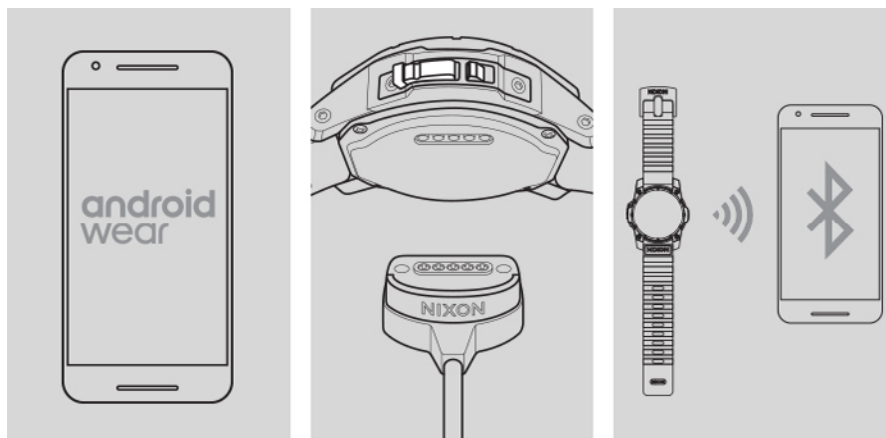
Android™ - Smartphone with Android 4.3 or higher

iOS – One of the following models with iOS 8.2 or later: iPhone 5 or later

Supported features may vary between platforms. The Mission App requires an Android phone and is not currently compatible with iOS. Visit g.co/wearcheck on your Android phone or iPhone® to see if it's compatible.

PRODUCT SPECIFICATIONS

- Water Resistance: 10 ATM (100 meters – 330 feet)
- Sensors: GPS, Thermometer, Altimeter, Barometer, e-Compass, Gyrometer, Accelerometer & Humidity Sensors
- Charging Method: Magnetic charging dock
- Battery Life: 24 hours, depending on watch usage



DOWNLOAD

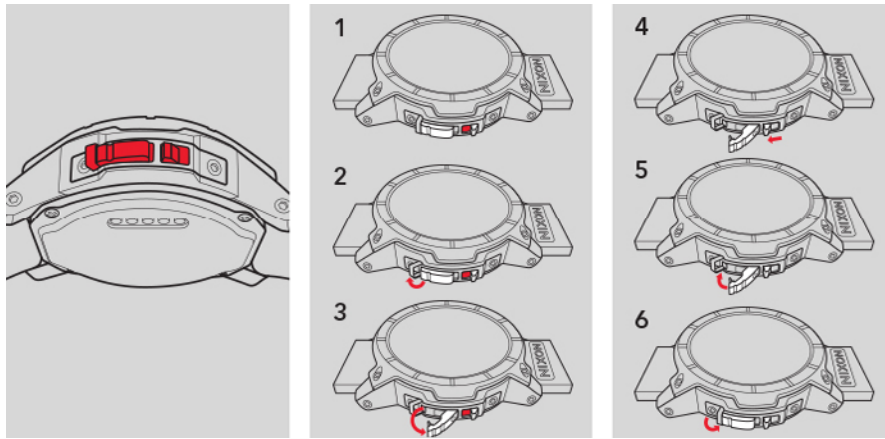
Begin by downloading and installing the Android Wear App and Mission App on your phone from the Google Play Store or Apple App Store. Total set up time should be less than 10 minutes. Poor connection or interference may impact set up time.

CHARGE

Lay the watch flat on the charging dock so the pins on the case back align with the pins on the dock. It will connect magnetically. Plug the USB side of the charging dock into a power source. Once the watch has enough power, it will turn on and begin the startup process automatically.

PAIR

Follow the instructions on the watch screen to pair The Mission with your phone. Once paired, follow the tutorial on The Mission to walk you through setup, functions, and features. For support, FAQs, and troubleshooting tips, visit nixon.com/mission.



IMPORTANT!

Make sure the Mic-Lock is in the closed position before exposing The Mission to any liquid or moisture. Failure to do so may result in permanent damage to your Smartwatch

MIC-LOCK OPERATION

1. Mic-lock open red
2. Open double-lock
3. Flip open cam-lock
4. Slide mic-lock
5. Close cam-lock "click"
6. Close double-lock

FAQ

GENERAL

What is the Mic-lock and why is it an important feature?

The Mic-Lock protects the microphone in your Mission watch while you're shredding or exposed to water. Be sure the Mic-Lock is in the closed position before exposing the Mission to any liquid or moisture. Failure to do so may result in permanent damage to your watch and will not be covered under warranty.

How do I get a new band for my Mission?

You can purchase a new band on nixon.com. All bands come with instructions and a tool to replace the band. To avoid damage to your case, only use Nixon Mission bands as band replacements.

How do I get a new charging cord for my Mission?

You can purchase a new charging cord on nixon.com. Using a different cable or power adapter may damage your watch.

APPS

What is the Mission App?

The Mission App is available from the Google Play Store and is currently only compatible with Android. It is necessary to get the Surf and Snow features for your Mission, as well as Local Weather sub-dials.

What is Trace?

Your Mission comes with a free Trace app to track your surf and snow sessions. You can get stats directly from your Mission watch or connect to the Trace device. For more information on Trace, go to: www.traceup.com

Where do I get a Trace device?

You can purchase a Trace device on nixon.com.
www.TraceUp.com/getting-started

DISPLAY

How do I change my Mission watch face?

To select a new Nixon watch face on your Mission, touch and hold the screen while the watch face is displayed. Swipe left to view available watch faces and tap the watch face you would like displayed. Note that the Mission Pro watch face is only available and compatible with an Android mobile device.

How do I adjust the display brightness/dimness on my Mission?

You can adjust brightness, toggle Always-on screen (on / off), activate brightness boost (5 second boost), or activate theater mode.

To Adjust brightness, swipe down from the top to enter quick settings menu, and scroll right to Adjust brightness.

To quickly enter Theatre Mode, double press the pusher on the right side of the watch case.

To quickly enter Brightness Boost, triple press the pusher on the right side of the watch case.

To turn on/off the Always on Display, hold down the side pusher for two seconds. Scroll down and select "Settings", and scroll down to Touch Always-on screen to turn on or off.

SYSTEM REQUIREMENTS AND COMPATIBILITY

What can I do with my iPhone?

Music Control

Trace Surf

Trace Snow

Tell time and see the date

Change your watch face

Get messages and notifications of incoming phone calls, texts, emails, and calendar events

See helpful info at a glance: check your schedule, track packages, get traffic info, check flight or hotel reservations, check the weather, view reminders

Search and do a variety of tasks on your watch using your voice. Just say "Ok Google" or touch the watch face to ask questions or get things done.

Track your fitness and set goals with built in fitness tracking.

What smartphones are compatible with the Mission?

Android™ 4.3 or later, iPhone 5 or later with iOS 8.2 or later. Open the following link your phone to learn if your phone is compatible: g.co/wearcheck

PAIRING AND CONNECTIVITY

How do I pair my Mission?

Follow the Quick Start Guide instructions. If you're experiencing issues, make sure your phone and Google apps are up-to-date, your Bluetooth is on, and that your phone is connected. Restart your watch and phone. For more further assistance, visit Android Wear™ help

How do I unpair my Mission?

To delete pairing settings from the watch, hold down the side pusher for two seconds. Select "Settings". Select "Unpair with phone". Tap the checkmark. **Note that unpairing from a smartphone deletes all user data and returns the watch to its initial factory defaults.**

BATTERY CHARGE AND POWER

What are some tips for conserving battery power?

Try changing to a different watch face

Turn down your watch screen brightness or switch to Auto-Brightness

Turn off notification you don't want on the Android Wear app

Turn on Theater Mode

Uninstall Apps from the phone paired with your watch

Limit WiFi use

Limit GPS use

What happens when the battery runs low on my Mission?

Your watch will automatically disconnect from the smartphone when the battery level drops too low. Your settings will remain but any sensor measurements will not be stored.

Why can't I charge my Mission?

Make sure that the Mission charger cable is securely connected to the watch. Check the charger terminals and charger cable connectors for dirt, sand, or other gunk. Check that the charger terminal and connector are clean by wiping them with a dry, clean cloth. Make sure you're not charging the watch in a place that's extremely cold or hot. A normal temperature range is recommended: 50F to 95F, 10C to 35C. Note that using a USB connector other than the Mission USB connector can: result in unstable power supply, interfere with charging, and damage your watch.

Why won't my Mission watch turn on?

If your watch won't turn on, it may be because it's failing to charge. Here are some things you can do to fix the issue:

1. Check your watch's hardware

Make sure you are using the original charging cable, and an authorized wall adapter or other USB power source. Using a different cable or power adapter may damage your watch.

Make sure that you've removed all of the plastic packaging on your watch.

Make sure the charging pins on the watch and cradle/dock are clean. You can wipe them with a slightly damp soft cloth.

Make sure the charging pins are not bent.

Check for dust in the micro USB port. You can blow on the port gently to remove any dust.

2. Try turning on your watch while it's connected to the power adapter

Allow your watch to charge for 15 minutes, then try to turn on the watch by pressing the power button (black button at 3 o'clock position) for 15 seconds.

3. Try using a different wall outlet and repeat above step

How long does it take to fully charge my battery?

A typical charge should take around 2-4 hours

What do Mission system updates do and why are they important?

Keep your Android Wear software updated for the fullest functionality of your Mission. When an update to your Android Wear software is available, you'll get an automatic notification on your watch if your watch is connected to the charger and is within Bluetooth range of your phone or your phone is on and connected to the Internet. If you get a notification that an update is available, swipe the notification from right to left and touch Install to start the update. Keep your watch connected to the charger and paired with your phone until the update is complete.

How do I restore my Mission watch to its original factory settings?

Press the pusher on the right side of the case for 2 seconds, then scroll down and select "Settings", then "Unpair with phone". This function will delete all data stored on your Mission and cannot be undone.

CARE AND SUPPORT

How do I care for my Mission watch?

After submersion in seawater, use plain water to rinse all salt and dirt from the watch.

Where can I go to trouble shoot my Mission?

Visit Android Wear support at any time. You can also call Nixon Customer Service at (888) 455-9200 from 8 to 5 PST, Monday to Thursday, 9 to 5 PST Fridays.



TIDE WATCHES

Legit Tide-Telling, Legit Time-Telling, welcome to our world of tide watches. Nixon makes the best on the planet and we have many different types to suit all walks of life. They're stylish, provide exceptional data, and can give you a lot or a little information—your choice. A well-informed retailer will be able to provide insight on our collection of tide watches that helps the end consumer know which watch is right for them.

We have **two types** of tide watches: **Digital** and **Analog**. Here are some of the basic features associated with both types.

DIGITAL

Featuring a digital movement

- Tide info for 200 beaches or 270 beaches
- 100m water rating
- Alarm
- Heat timer
- Day & date
- Chronograph (on some models)

More info: The 200 beaches or 270 beaches are chosen to represent accurate tide information for all surf regions around the globe – each is a unique tide data point, not just the same tide data being displayed and shared among multiple beaches to artificially “up the beach count”.

Watches in the digital category include:

The Lodown & The Lodown II (NEW)
The Lodown TI & The Lodown TI II (NEW)
The Small Lodown & The Lodown S (NEW)
The Supertide
The Rhythm (NEW)

Updates to Nixon's Digital Tide Watches:

A few of the digital tide watches in Nixon's range have similar names (example, The Lodown vs The Lodown II). So what's the difference? **The Lodown II**, **The Lodown TI II** and **The Lodown S** are similar in look and function to their predecessors, but have been updated to be smarter (info for 270 beaches vs 200 beaches) stronger (re-engineered case and band) and fresher looking (new materials, unique colors and graphics). The Lodown II, The Lodown TI II and The Lodown S are newer to the Nixon range and will eventually replace the original **Lodown**, **Lodown TI** and **Small Lodown** over the course of the next year.



Examples of digital tide Nixon watches include: The Lodown II (pictured, left), The Supertide (pictured, center), The Rhythm (pictured, right).

ANALOG

- Featuring a 3 hand Swiss made quartz movement • Analog high/low tide subdial
- Crown at 9 o'clock position

More info: Key feature includes crown at 9 o'clock hour in order to avoid "wrist bite" (when the crown digs into your wrist when pushing up to stand on your board and/or due to the wetsuit pushing against it). Large format numbers so they can be read easily under water, rotating countdown bezel for timing events, and a screw down crown.



Examples of analog tide Nixon watches include: The 51-30 Tide (pictured, left), The 42-20 tide (pictured, center), The Tangent (pictured, right).



THE ULTRATIDE

- The world's smartest surf watch. Powered by Surfline.
- Bluetooth connectivity.
- The world's first surf forecast watch on your wrist.
- Real-time surf conditions.
- Access to Surfline's global network of over 3300 locations.



THE SUPERTIDE

Hands down the best surf watch in the market: high resolution module, buttery soft band and case.

- Tide info for 270 beaches globally
- High resolution digital technology
- Tide time, Tide height, SUNRISE AND SUNSET, countdown timer
- Quick tide check feature
- Ultra strong locking looper and improved battery life



THE LODOWN & THE LODOWN II

The original Nixon surf watch.

- Tide info for 200 beaches (The Lodown) or 270 beaches (The Lodown II)
- Future tide, dual time, alarm, countdown timer,
- Wave counter, chronograph and light functions.



THE SMALL LODOWN & THE LODOWN S

Compact design slides nicely under grom-size wetsuits or on women's smaller wrists.

- Tide info for 200 beaches (The Small Lodown) or 270 beaches (The Lodown S)
- Future tide, dual time, alarm, countdown timer,
- Wave counter, chronograph and light functions.



THE RHYTHM

Everything you need, and nothing you don't. Straight forward and affordable, your entry level into the Tide Collection.

- Tide info for 270 beaches globally
- Future tide for up to 48 hours and past tide for up to 48hrs
- Day/date, calendar range from 2000-2099, alarm, countdown timer, chronograph and an EL backlight.



THE TANGENT

Equipped for the mission. Analog tide functionality housed within the burly hybrid construction.

- 3 hand Swiss made quartz movement
- High and low tide sub-dial
- Seconds sub-dial
- G10 glass reinforced band and case
- Crown on left side for added comfort & to avoid "wrist bite"



THE 51-30 TIDE / THE 42-20 TIDE

Superior functionality. Developed and designed with our surf team for a waterman's life.

- Available in 51mm or 42mm case size
- Crown on left side for added comfort & to avoid "wrist bite"
- High and low tide sub-dial
- Swiss made quartz movement



THE UNIT TIDE

The Unit Tide joins the line-up in a range of new color ways and a custom digital tide interface.

- 100 meter/10ATM, aluminum dial ring for color pop, large 45 mm case and free-swing band
- Polycarbonate case, silicone bezel and custom molded silicone band with locking looper and buckle
- Time of day, day/date, calendar until 2099, alarm, countdown timer, chronograph and EL backlight



THE UNIT DIVE

Inspired by free diving, spear fishing and the general exploration of the ocean above and below the waves, the Unit Dive is designed to be a true waterman's companion.

- 100m water resistance
- Custom LCD digital module with freediving functions
- Protective Poron® housing for super tough shock absorption and durability
- Dive log stores the last 50 dives for easy reference and can accommodate both Imperial and Metric units of measure
- Basic time functions include; dual time, time of day (12 hour or 24 hour), day/date, auto calendar through 2099, chronograph with 1/100 second resolution and lap counter up to 99 laps, timer with 3 functions (count-up, countdown, and count-down repeat), 3 independent alarms that can be assigned to separate time zones

THE ULTRATIDE

Forever changing the landscape of how surf report information is delivered, and challenging the status quo of what you've come to expect from a tide watch, Nixon introduces **The Ultratide powered by Surfline**.

For over 30 years, Surfline has been the global leader in tide forecasting. The world's largest and most reliable source that allows you to "Know Before You Go". Team-designed, custom-built and World Champion approved. Forget what you think you know about tide watches, The Ultratide is like nothing you've seen before; **it's the smartest and strongest surf watch on the market**.

The Ultratide **syncs with your smartphone via Bluetooth** – no cords or wires required – to deliver the most accurate and up-to-date surf conditions directly on your wrist. This is not predicated information... this is real time, 10 live data points of forecast details. Browse the entire Surfline network of spots - over 2,700 and growing - and select your favorites. Set up custom alerts for each spot and the Ultratide will make sure you never miss an epic session again. Super crisp, high-resolution display, with options for Detailed or Simple home screens and the ability to flip between black or white font.

To view or download the Ultratide quick start guide, visit [this link](#).

FEATURES

- Surfline rating
- Wave height
- Swell direction/height
- Forecasted swell height/direction
- Wind
- Water temp
- Air temp
- Sky condition
- Real time tide
- Tomorrow's tide
- Battery powered, no need to plug in to charge!



FAQ ABOUT TIDE

1. How to find the correct beach / beach list.

Beaches are sorted by region and a list is available on our website: <http://www.nixon.com/manuals/supertide-beachlist.pdf>

2. Why is my tide data off by one hour? (DST)

If the tide data appears to be off by an hour but everything else is accurate, you may need to adjust daylight savings time. This can be changed in the time/tide setting state

3. How to read the tide data in tide mode, mostly for the Lodown: HI / LO 1 & 2

In Tide Mode, the watch will display the times of the first high and low tide of the day and then the times of the second high and low tide of the day. In this mode, it constantly alternates between the two.

4. How to set / recalibrate. (analog)

Press and hold the tide pusher for a few seconds until you hear a beep, then release. Press the tide pusher to advance the tide hand to the desired location. For best results, consult a local surf shop or the internet for tide data, and set your watch at peak high or low tide. When complete, be sure to screw the pusher back down if needed (51-30 & 42-20 Tide)

5. What's does height coefficient for Supertide mean?

The Supertide displays the tide height coefficient which means, in addition to telling what time high and low tides occur, it also tells how high or low the tide is / will be. This can also help the user identify how fast the tide is moving in or out, to be sure to be at the right place at the right time.

6. How do I set / read the tide?

Setting the tide is as easy as setting the time, date, DST (on or off), and the location (see #4 for analogs). Once set, the digital tide watch will display accurate tide data through 2020 - just be sure to adjust DST twice a year.

7. Info about re-calibrating analogs and basic tide info:

Analog tide: should be checked every several months for accuracy and recalibrates as needed. These models operate on the premise that the high tide and low tide (and vice versa) are separated by 6 hours and 12 minutes. Although this is very close, this is an average and the actual time may vary slightly. Checking and updating analog tide watches will help maintain an accurate reading.

Basic Tide: Occasionally, a customer lives near a beach that is not included (or is not very close to) in our 270 beach list. Basic Tide operates the same as the tide function on the analog models and can be used in areas not supported by our pre-programmed tide data. The user simply selects Basic Tide from the list of regions or 'Zones', and then sets the time of the next high tide for their location. The watch will then predict future high and low tides based on the premise that the average time between each tide swing is 6 hrs 12 mins. This should be re-set periodically to maintain accuracy. In this mode, the watch will be unable to display the height of each tide or the time of the sunrise / sunset (Supertide).



COATINGS AND MATERIALS

Nixon uses many unique coatings and materials to complete the look and design of your watch. Here's a look at some, but not all, of the most common materials used in our watches that you should be familiar with.



TPSiV

TPSiV has thermoplastic elastomer blend of TPU and Silicone. It takes the best properties of both : mechanical strength of the TPU and the touch of Silicone for comfort. (Descender Sport Pictured)

- Adopted from the medical and consumer electronic industries
- Thermoplastic Elastomer
- Strong in structure
- Silky touch for comfort
- Excellent Aesthetics



TRITIUM:

Tritium, a luminescent material, lights the way even on nocturnal adventures. Tritium powered illumination is a reaction between energy and coating which produces a long lasting glow which can be found in blue, green, red or white.

An example of Tritium is the Night Ranger (pictured)



STAINLESS STEEL (SS)

Stainless steel is the most commonly used material in watches, cases and bands. It's a hard steel alloy that doesn't easily corrode, rust or stain.

Examples of Stainless Steel watches include: The 48-20 Chrono, The Kensington (pictured), The Sentry SS.



ION PLATED (IP) STAINLESS STEEL

Ion plating is a **process** used to bond a color to stainless steel. It also makes the watch stronger. In Nixon watches, you will commonly see this treatment used to create gold, gunmetal and all black color on stainless steel watches in our collection.

An example of an IP Stainless Steel watch: The Cannon (pictured)



POLYCARBONATE (PC)

Polycarbonate materials are used most often on the case of the watch. It's a durable, hard plastic.

An example of a PC watch: The Ruckus (pictured)



POLYURETHANE (PU)

Polyurethane is a soft, flexible plastic.

An example of a PU watch: The Small Time Teller P (pictured)



SILICONE

Silicone is an even softer, flexible and buttery plastic.

An example of a Silicone watch: The Supertide (pictured)



ACETATE

Acetate is a hard material often used to provide color such as a tortoise shell or a marble effect. It's a handmade process and no two are alike.

An example of an Acetate watch: The Time Teller Acetate (pictured)



ANODIZED AKA "ANODAZED"

This is a plating process that adheres color to aluminum. In short, the color is created by dipping the parts in an electronically charged chemical solution. The strength of the charge and the duration of time the part is in the solution determines the color. The process provides an increased resistance to corrosion.

An example of an Anodized watch: The Corporal (pictured)



CHROMACOAT

Chromacoat is a paint process unique to Nixon and has varying levels of hardness. Although the coating is quite hard, over time the paint will eventually chip to reveal "wear and tear" and a color layer of IP plating. This allows for a unique color process, unique to each individual.

An example of a Chromacoat watch: The Monarch (pictured)



TITANIUM AKA "TI"

Strong, lightweight, corrosion-resistant durable metal. Titanium watches are also noted to be hypo-allergenic and may be suitable for people who cannot wear gold, silver or nickel.

An example of a TI watch: The 51-30 TI (pictured)



HORWEEN LEATHER

Founded in 1905, Horween Leather Company is one of the oldest tanneries in the United States, still running today. This leather is used in many Nixon watches (where noted) and is used in other, non-Nixon products including shoes, sporting goods, professional footballs, belts etc.

An example of a Horween Leather watch: The October Leather (pictured)



G10

High strength glass-epoxy laminate, often used in knife handles, and exhibits superior stability. In the pictured image of The Tangent, you can see the G10 material in the first link on either side of the case as well as on the bezel.

An example of a G10 Nixon watch: The Tangent (pictured)



MARBLEIZED

The Marbleized Collection blends together the colors of nature to form a unique pattern that flows with contemporary style. Each and every color is one-of-a-kind and handmade. No two are alike, just the way we like 'em.

An example of a Marbleized watch: The Marbleized Supertide (pictured)



HYDRO PRINT

Hydro printing is a unique process where high resolution artwork can be bonded to the polycarbonate and polyurethane components of the watch. This allows us to create watches with custom prints embedded onto all surfaces of the watch. The print is very durable, but caution should be taken to avoid harsh chemicals such as acetone and certain spray sunscreens as they may damage the print just like they would a metal finish.

An example of a Hydro Print watch: The Lodown II (pictured)



TAPERED LEATHER:

Tapered leather is a unique, embossed leather that features a Nixon stainless steel buckle bringing your watch to perfected balance.

Tapered Leather is represented on the Bullet Leather (pictured), the 38-20 Leather, and the Small Time Teller Leather watch models.



WATER RATINGS

We live active lifestyles, so knowing if you can take your watch in the water is key. Many, but not all, Nixon watches can get wet. Water resistant stamps indicate what amount of water the watch can withstand. When explaining water ratings to consumers, it's important to let them know that to prolong the life of their watch they need to follow the recommended water guidelines.

Water resistance is noted on Nixon watches in meters. Another common way to indicate water resistance is by **ATM** (atmospheres). **1 ATM = 10 meters**. For example, a 30 Meter watch can also be referred to as 3 ATM.

Nixon watches fall under one of the following water ratings:

WATER RESISTANCE CASE RATINGS	RAIN, SPASHES, ETC.	SHALLOW SWIMMING, SUBMERSION	SURFING, SNORKELING, SPEAR FISHING
 NO WATER *	NO	NO	NO
 30 METER	YES	NO	NO
 50 METER	YES	YES	NO
 100-300 METER	YES	YES	YES

Nixon suggests that consumers **do not get watches with leather bands wet**. Although the watch itself may be water resistant, the leather bands do not stand up to water well and can erode.

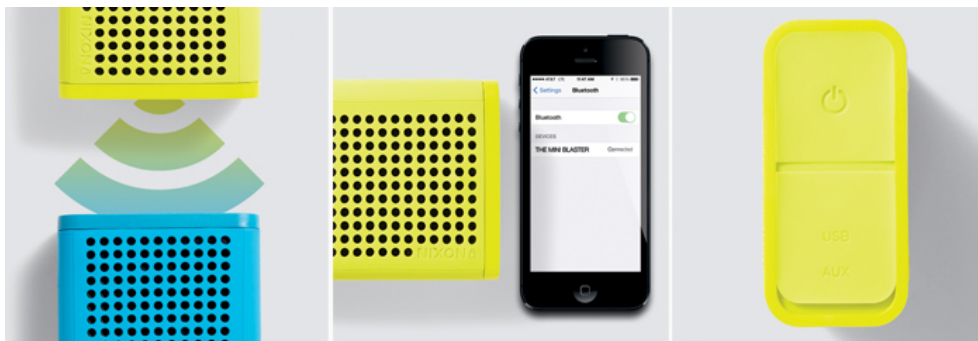
Nixon also suggests that you rinse your watch with soap and water and dry it with a dry cloth after exposing it to salt water.

Although Nixon tries to make as many watches as possible withstand the elements of water, it is not possible to have all watches in the Nixon collection water resistant.



THE BLASTER FAMILY

In the summer of 2013, Nixon introduced a non-watch product to the world, **the award-winning Blaster**. The Blaster is a compact, **Bluetooth mobile speaker** that's ultra rugged, lightweight and loud. In October of 2014, we introduced **The Mini Blaster**. It has all the same functions as The Blaster, just mini. Plus The Mini Blaster has one added bonus....**The Mini Blaster is pairable**. Meaning, you can **wirelessly connect two Minis** for bigger, stereo sound. New for 2015 and now available, Nixon also welcomed *The Blaster Pro*.



BLUETOOTH CONNECTIVITY

Listen to music and answer calls without wires. But can also work with aux cables for non-Bluetooth products.

ULTRA RUGGED

Durable, seamless silicone construction designed to withstand the elements.

COMPACT + MOBILE

Its small footprint means you can take it with you anywhere. Take it to a house-party, skate park, snow park or beach.

LONG BATTERY LIFE

8-10 hours battery on a single charge.

SOUND

Big and Loud audio quality.

THE BLASTER, MINI BLASTER AND BLASTER PRO WHAT SETS THEM APART:

Blaster: The Blaster is the original Nixon bluetooth portable speaker. It's the standard for which all others in the Nixon Blaster Family are built.

Mini Blaster: Even smaller! It's half the size of The Blaster, but still has the same great sound and features as the full size version. Plus, it comes with a leash meaning you can attached it to your bike, your backpack, wherever. It's also Multi Pair meaning you can link up two Mini Blasters for dual sound.

Blaster Pro: Multi Pair! Pair it with a Mini Blaster or another Blaster Pro for bigger sound.



SERVICE

Sometimes the inevitable happens and there may be a problem with a consumer's Nixon. Steps have been put in place to make the process of repairing a consumer's Nixon as seamless as possible.

HOW DO I SERVICE A NIXON?

If customers are located in North America, an authorized service order can be issued by setting up a repair request on Nixon's Online Repair Center under the Support section of nixon.com. Customers can also call our toll free line at (888) 455-9200 to troubleshoot any technical issue or be issued an authorized service order. We're open from 8 to 5 pacific time, Monday to Thursday, 9 to 5 pacific time Friday. Product sent to Nixon **without** a service authorization **will not receive** service.

I JUST NEED A LINK, SPRINGBAR OR PIN. HOW DO I GET ONE?

We can send some small parts out individually, depending on the watch model. Some watches will need to be sent in for repair. Contact Nixon Customer Service to find out about the details.

CAN I TAKE MY WATCH TO ANY WATCH REPAIR SHOP FOR SERVICE?

Nixon recommends that all repairs, including battery service, are performed by the Nixon Service Center. All models sent directly to Nixon for a battery replacement will undergo a battery change, pressure test, re-seal for water resistance and an overall watch evaluation. Nixon is not responsible for service repairs performed outside of Nixon's Repair Center.

IF I JUST NEED A LOOPER, BUCKLE OR BAND REPLACEMENT, DO I STILL NEED TO SEND IT IN TO NIXON?

Bands, straps and bracelets are not covered under warranty. Buckles and locking loopers are considered part of a watch band. Most watches will need to be sent in to the Nixon Service Center band, buckle or locking looper replacements. Contact Nixon Customer Service to find out about the details.

HOW DO I CARE FOR THE COATING ON MY NIXON WATCH?

The coating on your Nixon watch is part of the exclusivity of its design. The coating gives your Nixon watch a unique color or texture. Like all fine watches, your Nixon watch needs to be treated with care. Hard scratches and abrasion will scratch the coating off the watch. Coating is **not** covered by Nixon warranty.



WARRANTY

Here's the lowdown on what's covered when it comes to a Nixon watch , The Blaster or Mini Blaster.

WATCH WARRANTY

Nixon offers a limited warranty of defects in materials and workmanship for a period of **two (2) years** after original purchase from an authorized Nixon dealer. This means that if the materials in your watch aren't right or if the watch isn't put together correctly, we'll repair or replace it, at our option. But, this doesn't mean you can abuse your watch and expect us to fix it for free. We don't cover normal wear and tear or batteries, crystal, watch case, strap, bracelet, loss or theft. You will void your warranty if you open your caseback, push the buttons underwater, or forget to screw down or push in the crown and expose your watch to moisture.

BLASTER WARRANTY

Nixon offers a limited warranty on defects in materials and workmanship for a period of **one (1) year** after original purchase from an authorized Nixon dealer. This means that if the materials in your speaker aren't right or if it isn't put together correctly, we'll repair or replace it, at our option. But, this doesn't mean you can abuse your speaker and expect us to fix it for free. We don't cover normal wear and tear of blown speakers, cut cords, scratches and gouges, loss or theft. You will void your warrant if you disassemble your speaker or if you submerge it into liquids. This includes lava, the ocean, beer etc.



BUILT FOR THE LONG HAUL

Nixon bags and backpacks focus on quality, function, design and did we mention that we travel the world testing them out? Get ready to be taken to a new level.



BEACONS

Padded shoulder straps, headphone port, front zip pocket, molded logo zipper pulls



DEL MAR

Padded shoulder straps & headphone port, front zip pocket, internal laptop slip



GRANDVIEW

Padded shoulder straps & headphone port, front zip pocket, internal laptop slip



PIPES DUFFLE

Removable padded shoulder strap, web handle option, internal zipper, front accessory pocket



SWAMIS

Side release buckle closure, padded shoulder straps, front zip pocket, two side slip pockets



MARSHALL TOTE

Internal lap top compartment, organization pockets & a zippered watch pocket. Front zipper pockets



RANGE

Top entry padded lap top compartment. Internal organization including a zippered watch pocket



SCOUT

Internal lap top compartment, organization pockets & a zippered watch pocket. Front & side pockets



TRAIL

Side entry padded lap top compartment. Internal organization including a zippered watch pocket



LANDLOCK

Cinch and dual snap buckle closure, side zipper to main compartment, 2 mesh side storage pockets



LANDLOCK SE

Main compart w/ int laptop compart, side pockets, Small media pocket, skate straps, Padded straps



RIDGE

Large main compartment with internal laptop slip and pocket organizers including a watch pocket. Separate zippered shoe compartment at the bottom of the bag. Front panel zippered pockets for additional storage



RIDGE SE

Large main compartment with internal laptop slip and pocket organizers including a watch pocket. Separate zippered shoe compartment at the bottom of the bag



SMITH

Internal pockets, padded laptop compartment, side mesh pocket, media port, padded shoulder pads



SMITH SE

Sleek backpack with internal lap top compartment and organization including a watch pocket.



WATERLOCK

Side entry laptop, skate straps, organizer & plush watch pockets, nylon change mat included



ESSENTIALS

Focused on making the little stuff better, we're driven to create custom built products that reflect our unique point of view, our heritage, our style, and we don't stop until we get it right. Below are some of our iconic styles that have become a part of Nixon's heritage.



TIME TELLER

An original Nixon design, clean lines and high-concept design cut through cloudy philosophy. The Time Teller is available with stainless steel, leather, polyurethane (PU) or acetate bands and in a variety of sizes to suit both men's and women's preference.



ULTRATIDE

World's first real-time surf conditions watch, powered by Surfline.



SENTRY

Nixing the status quo of what you may expect when it comes to classically good-looking timepieces. The Sentry, a Nixon original, has raised the bar.



RANGER

Paving the way for others to follow, the Ranger franchise is inspired by military field instruments. Its rugged construction and concave dial ring add to the gravitas of its imposing new stature.



KENSINGTON

Classic, but never stuffy, The Kensington collection is an updated take on heirloom styles.



BULLET

With its sights set on making an impact, the Bullet does just that. Color-tipped hands sweep across the intricate debossed dial pattern.



STAR WARS

In the spirit of doing the never been done, with our emphasis on the details, this season we welcome a new range of STAR WARS watches and accessories inspired by the good guys: Droids, Millennium Falcon, Rebel Pilot, and more.

JEDI

Rugged Construction, leather band, and a dual-eye, “Light Side vs. Dark Side” chronograph; when the horizon calls, the Ranger Chrono is ready to answer



THE RANGER CHRONO LEATHER

44mm, 100 meter stainless steel case
22mm custom leather strap with solid stainless steel buckle closure
Light Side vs. Dark Side day chrono subdial
Copper dial details from Luke Skywalker's lightsaber
Jedi insignia in sub dial

C-3PO

Your won't-quit, always obedient, ever-watchful, and timely guard against mayhem.
Unless otherwise ordered.



THE SENTRY SS

42mm, 100 meter stainless steel case
23-20 mm tapered custom solid stainless steel 3 link bracelet
with stainless steel double locking clasp with micro adjuster
C-3PO eye detail on crown
Exposed mid-section wires from C-3PO's armor
Embossed dial rings from C-3PO's chest detail



THE TIME TELLER CHRONO

39mm, 100 meter custom stainless steel case
20-18 mm tapered custom solid stainless steel free swing 5 link
bracelet with a solid stainless steel locking clasp
C-3PO eye detail on crown
Embossed dial rings from C-3PO's chest detail



THE TIME TELLER

37mm, 100 meter custom solid stainless steel case
13-18 mm tapered custom 5 link stainless steel jewelry style
bracelet and stainless steel locking clasp
Embossed dial rings from C-3PO's chest detail



THE SMALL TIME TELLER

26mm, 100 meter, custom solid stainless steel case
14-12 mm tapered custom 5 link stainless steel jewelry style
bracelet and stainless steel locking clasp
Embossed dial rings from C-3PO's chest detail

R2-D2

Giving you the right amount of what you need.



THE UNIT

44mm, 100 meter custom injection molded polycarbonate case
24mm custom injection molded silicone band with patented
locking looper and polycarbonate buckle
Bezel pattern inspired by R2-D2's exterior
Red button to mimic R2-D2's holographic projector



THE TIME TELLER

37mm, 100 meter custom solid stainless steel case
13-18 mm tapered custom 5 link stainless steel jewelry style
bracelet and stainless steel locking clasp
Red crown mimics R2-D2's holographic projector
Dial inspired by R2-D2's top of head detail



THE SMALL TIME TELLER

26 mm, 100 meter custom solid stainless steel case
14-12 mm tapered custom 5 link stainless steel jewelry style
bracelet and stainless steel locking clasp
Red crown mimics R2-D2's holographic projector
Dial inspired by R2-D2's top of head detail

STORMTROOPER



THE 51-30

60 Second sub dial with Imperial logo

Tide sub dial blaster hand with “kill” (high tide) and “stun” (low tide) settings

51 mm, 300 meter stainless steel case with rotating countdown bezel

Custom case back art with a famous Stormtrooper quote
“MOVE ALONG”



THE RANGER

Imperial marker at 12 o'clock position

Custom bezel geometry inspired by Stormtroopers utility belt

Custom hour and minute hands inspired by the Stormtrooper's helmet ventilation system

Custom coating to show rugged wear and tear from the battlefield

Custom case back art with a famous Stormtrooper quote
“MOVE ALONG”



THE RANGER 40

Imperial marker at 12 o'clock position

Custom molded silicone band with Imperial logos

Custom hour and minute hands inspired by the Stormtrooper's helmet ventilation system

Custom case back art with a famous Stormtrooper quote
“MOVE ALONG”



THE UNIT

Injection molded silicone band inspired by the Stormtrooper's protective gear
 Custom Stormtrooper bezel
 Imperial logos embossed at the 3 and 9 o'clock position
 Custom case back art with a famous Stormtrooper quote
 "MOVE ALONG"



THE UNIT 40

Injection molded silicone band inspired by the Stormtrooper's protective gear
 Custom Stormtrooper bezel
 Imperial logos embossed at the 3 and 9 o'clock position
 Custom case back art with a famous Stormtrooper quote
 "MOVE ALONG"



THE TIME TELLER P

Custom blaster seconds hand
 Stormtrooper icon on locking looper post
 Custom case back art with a famous Stormtrooper quote
 "MOVE ALONG"



THE SMALL TIME TELLER P

Custom blaster seconds hand
Stormtrooper icon on locking loop post
Custom case back art with a famous Stormtrooper quote
"MOVE ALONG"

IMPERIAL PILOT



THE RANGER

Imperial marker at 12 o'clock position
Custom hour and minute hands inspired by the Imperial Pilot's helmet ventilation system
Custom case back art related to the Imperial Pilot "CRASH AND BURN"



THE RANGER 40

Imperial marker at 12 o'clock position
Custom molded silicone band with Imperial logos
Custom hour and minute hands inspired by the Imperial Pilot's helmet ventilation system
Custom case back art related to the Imperial Pilot "CRASH AND BURN"



THE UNIT

Injection molded silicone band with Imperial logos
 Custom Imperial Pilot bezel design
 Imperial logos embossed at the 3 and 9 o'clock position
 Custom case back art related to the Imperial Pilot "CRASH AND BURN"



THE UNIT 40

Injection molded silicone band with Imperial logos
 Custom Imperial Pilot bezel design
 Imperial logos embossed at the 3 and 9 o'clock position
 Custom case back art related to the Imperial Pilot "CRASH AND BURN"

DARTH VADER



THE 51-30 AUTOMATIC LTD

Individually numbered to denote the highly limited nature of this watch

Titanium rotating bezel with design lines inspired by Darth Vader's helmet

Death Star marker at 12 o'clock position

Custom hour and minute lum filled hands with Imperial logo on the hour hand

Dial design is inspired by Darth Vader's ventilation mask

Custom titanium triple gasket crown designed to reflect Darth Vader's hyperbolic meditation chamber

Custom case back with a famous Darth Vader quote "MOST IMPRESSIVE"



THE 51-30

Stainless steel rotating bezel with design lines inspired by Darth Vader's helmet

Death Star marker at 12 o'clock position

Custom hour and minute lum filled hands with Imperial logo on the hour hand

Dial design is inspired by Darth Vader's ventilation mask

Custom titanium triple gasket crown designed to reflect Darth Vader's hyperbolic meditation chamber

Stainless steel case back with solid steel screw-pin lugs and custom Darth Vader case back artwork



THE 38-20

Stainless steel rotating bezel with design lines inspired by Darth Vader's helmet

Death Star marker at 12 o'clock position

Custom hour and minute lum filled hands with Imperial logo on the hour hand

Dial design is inspired by Darth Vader's ventilation mask

Custom titanium triple gasket crown designed to reflect Darth Vader's hyperbolic meditation chamber

Custom case back with a famous Darth Vader quote "MOST IMPRESSIVE"



THE SENTRY SS

Wire frame hour and minute hands with superlum seconds hand
Custom brass dial embossed with Imperial logo
Custom case back art with a famous Darth Vader quote "MOST IMPRESSIVE"



THE TIME TELLER LEATHER

Custom lightsaber seconds hand
Pillowed leather band inspired by Darth Vader's gloves
Debossed Imperial logo on fixed metal looper



THE SMALL TIME TELLER LEATHER

Custom lightsaber seconds hand
Pillowed leather band inspired by Darth Vader's gloves
Debossed Imperial logo on fixed metal looper

BOBA FETT



THE RANGER LTD

Individually numbered to denote the highly limited nature of this watch

Cerakot™ green case finishing

Bezel inlay is maroon metallic anodized aluminum with orange

Boba Fett stripe detailing

Custom Boba Fett seconds hand

Custom case back art with a famous Boba Fett quote “AS YOU WISH”



THE UNIT LTD

Individually numbered to denote the highly limited nature of this watch

Injection molded silicone band with Imperial logos

Custom maroon metallic anodized aluminum bezel with orange printed Boba Fett stripe detailing

Back side of the band features Han Solo frozen in carbonite

Custom case back art with a famous Boba Fett quote “AS YOU WISH”

MUST-HAVES FOR HIM

All our favorites, all in one spot. Gift one, gift them all. These best-sellers will always impress.



MUST-HAVES FOR HER

We couldn't pick a favorite so we'll let you choose. Add a little shine to the season with best-selling women's styles for everyone on your list.



THE MOUNTAIN DWELLER COLLECTION

Snowy, remote alpine peaks and the modern, minimalist structures that sit perched atop them. It all comes to life right here.



THE LEATHER LUXE COLLECTION

Time is the ultimate luxury but this collection is a close second. Rose gold accents, luxe leather bands and rich, jewel tones that have an understated shine she will love.

