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**OMEGA AND PYEONGCHANG 2018**

**欧米茄与2018年平昌冬奥会**

In 1988, the Olympic Games arrived in Seoul, where the best athletes performed on the world’s greatest stage. 30 years later, the event is back in South Korea once again. This time, it’s the Olympic Winter Games which are in focus. The sports are different and the athletes have changed. But thanks to an ongoing history of excellence, the Official Timekeeper remains very much the same.

1988年，奥运会首次于韩国举办，世界各地的优秀运动员相聚于此奋勇角逐。30年后，这项体育盛事再次回到韩国。2018年，平昌冬季奥运会令世界瞩目。尽管冬季奥运会赛事项目和参赛选手与夏季奥运会截然不同，但欧米茄凭借悠久卓越的计时历史和技术，将一如既往地担任本届奥运会的正式计时。

OMEGA first served as Official Timekeeper of the Olympic Winter Games in 1936, when the event was held in Garmisch-Partenkirchen, Germany. For that occasion, a single technician was sent with just 27 OMEGA stopwatches used to time every second. Over the past 82 years since then, OMEGA has continued to develop its technology and hone its expertise and, today, the brand has an unrivalled reputation in timekeeping.

欧米茄首次为冬季奥运会担任正式计时可以追溯到1936年德国加米施-帕滕基兴 (Garmisch-Partenkirchen) 冬奥会。当时，仅有一名欧米茄制表师携带27枚欧米茄计时秒表来到赛场。此后的82年中，欧米茄始终不断研发与精进计时技术，在体育计时领域享誉世界。

Now, for the 28th time in history, OMEGA is set to fulfil its role as Official Timekeeper of the Olympic Games. The brand’s presence in PyeongChang will include 300 timekeepers supported by 350 trained volunteers, 230 tons of equipment including 30 public and 90 sports scoreboards, and many kilometres of cables and optical fibre.

2018年平昌冬奥会是欧米茄第28次在奥运会上担任正式计时。在本届冬奥会上，欧米茄将为赛事提供包括300位现场专业计时人员、350名训练有素的志愿者和重达230吨的设备，其中包括30块公共记分板和90块专项运动记分板，以及数百公里长的电缆和光纤。

From February the 9th to the 25th, OMEGA will be trusted to capture the results and measure the performances at PyeongChang 2018, ensuring that every athlete, spectator and judge has the most reliable timekeeping at hand. And, from March the 9th, the brand will continue its role at the PyeongChang 2018 Paralympics.

2018年2月9日至25日，欧米茄在平昌冬奥会中再次肩负计时重任，记录每位参赛选手的精彩表现，并为运动员、观众及裁判提供可靠的赛事记录。欧米茄亦将继续为3月9日开幕的2018年平昌冬季残奥会提供计时服务。

Dreams are ready to be realised and the starting pistols are ready to fire. It’s time to enjoy the show!

梦想亟待实现，发令枪也已准备就绪。让我们共同期待这场无与伦比的体育盛会！

**OMEGA’S HISTORY AT THE OLYMPIC WINTER GAMES**

**欧米茄与冬奥会的渊源**

**Our First Olympic Winter Games**

**欧米茄首次担任奥运会正式计时**

1936 was the first year that OMEGA officially timed an Olympic Winter Games and one OMEGA watchmaker arrived in Garmisch-Partenkirchen equipped with 27 stopwatches to time every sport. The brand had already been chosen as the first ever Official Timekeeper of the Olympic Games when the summer events were contested in Los Angeles in 1932.

1936年，欧米茄在加米施-帕滕基兴首次担任冬奥会正式计时，一位欧米茄制表师独自带去了27枚欧米茄计时秒表。其实，欧米茄早在1932年便首次担任了洛杉矶夏季奥运会的正式计时。

Today, OMEGA is still the name behind the clock. PyeongChang will be the brand’s 28th time as Official Timekeeper, it’s 14th in winter since 1936. With the recent extension of the partnerhsip between the IOC and OMEGA, this legacy is set to continue until at least 2032, a full 100 years since the very first occasion.

如今，欧米茄依然是国际奥林匹克委员会 (IOC) 的全球合作伙伴。平昌冬奥会是欧米茄第28次担任奥运会正式计时，也是自1936年以来第14次为冬奥会计时。2017年，欧米茄宣布与国际奥委会的全球合作伙伴关系延续至2032年，这也将缔造欧米茄与奥运会自1932年结缘以来的百年传奇。

**Photoelectric Cells**

**光电子眼**

1948 was the first time that OMEGA’s photoelectric cells were used at the Olympic Games. This revolutionary technology replaced the capabilities of the human eye and has remained ever since. In St. Moritz that year, the equipment was positioned on the finish line of races and emitted a highly-reactive beam of light. As soon as the first athlete crossed the line, the electronic timer would immediately stop and a truly accurate result could be measured to the nearest 1000th of a second.

1948年圣·莫里茨 (St. Moritz) 冬奥会上，欧米茄首次使用了光电子眼设备。这项革命性的技术取代了有限的肉眼判定，自此成为奥运会的计时设备之一。该设备被放置于比赛终点线附近，可以发射高反应的光束。在参赛选手冲过终点线的瞬间，计时随即停止。这项计时技术在当时就可达到近1/1000秒的精确度。

Today, photoelectric cells are still in place. In speed skating, the beams of light are now just two or three centimetres above the ice. This ensures that the clock is stopped as soon as the winning competitor’s skate crosses the line. The system guarantees precision at the moment of victory and gives timekeepers the most accurate finishing time possible.

如今，光电子眼设备依然被应用于奥运会赛事之中。在速度滑冰比赛中，设备发出的光束位于冰面上两至三厘米处，以确保获胜选手冲过终点线的瞬间，计时便立刻停止。该系统可精准记录胜利诞生的时刻，令计时员能够准确获取参赛选手的完赛时间。

**Starting Gates**

**起滑门**

1956 was the first time that OMEGA introduced starting gates in alpine skiing at the Olympic Games. Making their début in Cortina d’Ampezzo, the gates signalled the beginning of each run. As soon as the athletes passed through, the OMEGA Quartz Recorder was triggered.

1956年科蒂纳丹佩佐 (Cortina d’Ampezzo) 冬奥会上，欧米茄首次在高山滑雪赛的起点处使用起滑门 。当运动员通过起滑门时，欧米茄石英计时器 (Quartz Recorder) 自动开启。

Today, OMEGA’s “Snowgate” technology provides the latest innovation. It was introduced at Vancouver 2010 and ensures that the starting pulse sounds when the “wand” is at precisely the same angle for every competitor. The timing system is then activated automatically when an athlete bursts through.

如今，欧米茄研发了名为“Snowgate”的新型起滑门，并于2010年温哥华冬奥会上首次使用。只有当起滑门上的栏杆相对于每位选手的角度均相同时，出发信号才会发出。当运动员通过起滑门时，计时系统自动开启。

**The Viewing Experience**

**屏幕显示技术**

1964 was the first year that OMEGA was able to superimpose the times of Olympic Games performances onto the bottom of television screens. This was all thanks to a new piece of technology known as the Omegascope. Never before had spectators outside the venues been so quickly and well-informed about the events taking place. From this moment in Innsbruck, the concept of “real-time” sports reporting had arrived.

1964年因斯布鲁克 (Innsbruck) 冬奥会上，欧米茄首次可以在电视屏幕底端显示赛事数据信息。这得益于欧米茄研发的追踪监察器 (Omegascope)，从而电视观众可以迅速准确地在场外获知赛事结果。自此，实时概念被引入体育转播。

Today, OMEGA’s on-screen information has progressed much further. The Omegascope is gone. But as you will see in PyeongChang, OMEGA can now display a huge range of measurements in a broad range of sports. Through motion sensor systems, OMEGA will provide continuous measurements of athletic performance from start to finish, giving spectators a much deeper understanding of what they are watching.

如今，欧米茄的屏幕显示技术已经取得了巨大的进展，欧米茄追踪监察器也已不再作为奥运计时设备继续使用。欧米茄将在平昌冬奥会上为众多运动项目提供实时数据显示服务。通过运动传感器，欧米茄将持续记录运动员自比赛开始至结束每一时刻的精彩表现，让观众能够实时了解赛况。

**Providing Statistics**

**数据分析服务**

1968 was the first year that OMEGA introduced “Integrated Timing” at the Olympic Games. With events taking place in Grenoble, OMEGA was able to supply the press, media, television channels, judges and the general public with additional information about athletic performances as well as in-depth statistics. Furthermore, the updated Omegascope could also now superimpose complete competition details onto TV screens, including athlete names, live times, final times, intermediate times and speeds.

1968年格勒诺布尔 (Grenoble) 冬奥会上，欧米茄首次引入了“综合计时” (Integrated Timing) 服务，为媒体、电视台、裁判和公众呈现运动员的精彩表现与详细的数据分析。此外，升级的追踪监察器还可在电视屏幕上为观众提供更多赛事信息，包括运动员的姓名、实时计时、结束计时、中间计时及速度。

Today, OMEGA’s statistical information is greater than ever before. And the capabilities are still advancing! In PyeongChang, a huge array of measurements will be instantly available to media and spectators. From ski jump speeds to ice hockey positions, never has so much data been available at the Olympic Winter Games.

如今，欧米茄的数据分析技术已提升至前所未有的新高度，并且仍在不断进步和升级。欧米茄将在平昌冬奥会上为媒体和观众实时传送大量的数据信息。从跳台滑雪运动员的滑行速度到冰球运动员的赛场位置，如此丰富的数据信息都将通过欧米茄在本届冬奥会上呈现。

**Live Rankings**

**实时排名**

1980 was the year that OMEGA introduced its Game-O-Matic technology. The system could immediately calculate and display an athlete’s ranking as soon as he or she crossed the finish line in alpine skiing events. It featured its own data processing equipment and met all of the expectations of the Organizing Committee in Lake Placid that year.

1980年普莱西德湖 (Lake Placid) 冬奥会上，欧米茄引入了Game-O-Matic计时装置。该计时器能够在高山滑雪比赛中，迅速计算并显示出运动员抵达终点时的排名。计时装置的卓越数据处理能力，满足了当年赛事的所有需求。

Today, the technology has changed, but OMEGA is still providing immediate information for the benefit of everyone. As athletes become quicker and margins become smaller, the need for fast information and precision has never been greater. Luckily, OMEGA remains up to the challenge.

如今，随着科技的发展，欧米茄仍然致力于为每个人传送即时准确的数据信息。运动员的速度越来越快，选手之间的时间差距也越来越细微，使得对快速精准传送赛事信息的要求也越来越高，而欧米茄时刻准备迎接挑战。

**The Photofinish Camera**

**终点摄影机**

1992 was the year that OMEGA introduced its new Scan’O’Vision system in Albertville. Photofinish cameras had been used at past Olympic Games by OMEGA, but this updated technology could now digitally measure times to the nearest 1/1000th of a second. The improvement in precision was astounding and heralded a new chapter in the science of timekeeping.

1992年阿尔贝维尔 (Albertville) 冬奥会首次应用了欧米茄光感应摄影机系统 (Scan-O-Vision)。终点摄影机此前也曾应用于以往的奥运赛事中，但这一获得升级的系统能够以接近1/1000秒的速率进行数码记录。欧米茄的尖端计时技术令人惊叹，体育计时的历史亦因此翻开了崭新的一页。

Today, OMEGA’s Scan’O’Vision cameras are still in place at the Olympic Games. They have continued to evolve over the past two decades and the images are now used by judges to determine the official results. The most recent model, the Scan’O’Vision MYRIA, is able to capture 10,000 digital images per second.

如今，光感应摄影机系统仍被应用于奥运会中。在过去的二十年中，欧米茄始终不断创新计时技术。全新升级的光感应终点摄影机 (Scan’O’Vision MYRIA) 能够每秒捕捉10,000幅数码影像，从而帮助裁判通过冲线时刻的实时图像判断赛果。

**Modern Day Timekeeping**

**最新计时技术**

2006 was the first year that OMEGA introduced special transponders worn by athletes. Primarily used in the new team pursuit event in speed skating in Turin, the transponders were worn on the ankles of competitors and were able to send and receive radio signals, allowing OMEGA to capture specific time measurements.

2006年都灵 (Turin) 冬奥会上，欧米茄首次为运动员们配备了一款特别的传感器。在新增的速度滑冰团体赛中，传感器被佩戴于运动员的膝盖上，可以通过发射和接收无线电信号，捕捉到重要瞬间时刻。

2010 saw the arrival of the new Electronic Start Pistol in Vancouver. Instead of using a traditional gun, OMEGA introduced a streamlined, futuristic device composed of a flash gun and a sound generation box. When the starter presses its trigger, three things happen simultaneously: a sound is “played”, a light flash is emitted and a start pulse is given to the timing device.

2010年温哥华 (Vancouver) 冬奥会上，欧米茄引入了新型电子发令枪。传统发令枪被一个极富未来感的流线型装置取代，它由一个闪光枪和一个声音发生盒构成。当发令员扣下扳机，三件事情将同时发生：出发声响起，闪光亮起，出发信号传递至计时装置。

2014 in Sochi included a number of exciting technologies, including the advancement of athlete tracking. In ice hockey, OMEGA introduced the Whistle Detection System. This was worn by officials, and the microphone allowed them to speak to the scorekeeper on the timing bench. The system also stopped the clock as soon as it detected the sound of a referee’s whistle. This would happen at least half a second faster than any timekeeper could manually achieve.

2014年索契 (Sochi) 冬奥会上，欧米茄引入了一系列高科技计时技术，包括全新升级的运动员跟踪记录仪。在冰球项目中，欧米茄引入了冰球哨声监测系统。比赛中，每位场上工作人员都配有一个无线麦克风，以便与场外计时台处的记分员进行沟通。当冰球哨声监测系统捕捉到裁判员的哨声时，计时即刻停止。这比手动停止计时至少快1/2秒。

**OMEGA's New Technologies in PyeongChang**

**欧米茄全新科技献礼平昌冬奥会**

At PyeongChang 2018, OMEGA is paving the way for a dynamic Olympic Games future.

欧米茄在2018年平昌冬奥会上应用的全新计时技术，将为活力纷呈的奥运赛事开辟崭新未来。

Through incredible sensor systems, the brand will now provide continuous measurements from start to finish of events, meaning that athletes can gain an immediate understanding of where they gained or lost time, or where they won or lost points.

通过先进的传感器系统，欧米茄将持续记录并提供比赛全程的数据。这意味着运动员可以即时了解自己在何处占得或失去先机，也可以随时掌握自己的得分点与失分点。

From the live speed of a single alpine skier - to the formations of an entire ice hockey team – the information provided by OMEGA will add a brand new dimension to every performance.

从高山滑雪选手的赛中时速，到整个冰球队的阵容队形，这些由欧米茄提供的信息将为比赛提供一个全新的视角。

Additionally, this information will mean that people in the venues, as well as those at home watching on television, can have a far greater understanding of each sport as it happens.

此外，这些信息将帮助场馆内和电视机前的观众更好地了解实时赛况。

Everything in 2018 is about enhancing the viewer experience and providing live information that athletes can use to analyse their performances.

欧米茄在2018年冬奥会上提供的计时服务将极大增强观众的观赛体验。运动员亦能通过欧米茄提供的实时信息，对自己的表现进行深入分析。

This is the first time at the Olympic Games that such in-depth data will be made instantly available and it is almost certainly the beginning of a brand new era.

这是奥运会首次能够实时传送如此详尽和深度的数据，堪称一个崭新时代的开始。

This is what it means for each sport…

这对于每项赛事都有着至关重要的意义。

**Alpine Skiing**

**高山滑雪**

Measurements can now include things such as acceleration and brake. But firstly, the athlete’s speed can be shown live as they start the run, and can constantly update at various intermediate points. Alongside this, the speed can also be compared to the fastest athlete at the same point.

如今，欧米茄的计时设备可以测量包括加速度和制动等多类数据信息。在比赛开始后，计时设备可以实时显示运动员起滑时的滑行速度，并在之后的多个中间点不断更新滑行速度。此外，设备还可以将同一时间某一运动员的实时速度与当前处于领先位置的运动员的速度进行比较。

At the end of the run, OMEGA can provide an in-depth run analysis that broadcasters can use to compare athletes with each other. The data can also be made available to athletes and their coaches for analysis. In addition to this, systems such as Stromotion and Simulcam will become invaluable for knowing exactly where a competitor won or lost time.

比赛结束时，欧米茄将提供详尽的数据分析供转播员对比运动员的比赛表现。运动员及其教练亦可获得相关数据进行分析。此外，动作分解技术 (Stromotion) 和协同工作摄影机 (Simulcam) 等设备还可以帮助运动员准确了解对手在何处占得或失去了时机，为运动员提供了极大的参考价值。

**Cross Country and Nordic Combined**

**越野滑雪和北欧两项**

At PyeongChang, OMEGA's new Positioning System can track the live position of the athletes in both Cross Country and Nordic events. Information can be displayed for single competitors or groups and will be able to show distances to the finish, speed, and times between groups.

平昌冬奥会上，欧米茄的全新定位系统可以跟踪运动员在越野滑雪和北欧两项中的实时位置。该设备可以显示单个参赛者或参赛团队的信息，以及他们距离终点的距离、运动速度和各队之间的时间差。

When a single athlete is shown on screen, it will also be possible for OMEGA’s system to compare their performance with the current leader. This can even be shown to include multiple intermediate points.

当屏幕上显示某一名运动员时，系统还可将其与当前领先者的成绩进行比较，甚至能够显示该运动员在多个中间点的成绩。

Finally, an innovative gradient chart will be available to pinpoint an athlete’s position on the course inclines and also compare them with others.

欧米茄亦将首次提供梯度图表，用以清晰定位某位运动员在斜坡赛道上的位置，并将其与其他运动员进行比较。

**S****ki Cross and Snowboard Cross**

**趣味追逐赛和单板滑雪越野赛**

OMEGA has the capacity to measure many elements of these exciting events. In fact, almost any part of the run can be analysed in-depth. In the seeding and qualification rounds (when only one athlete is on the course), OMEGA will provide a cross jump analysis that can be viewed live or through replays.

趣味追逐赛和单板滑雪越野赛是两项充满激情与乐趣的竞赛。欧米茄可以为其中的任一赛段提供深入的数据分析。在排位赛和资格赛中，当只有一名运动员在赛道上时，欧米茄将提供可实时或回放查看的跨跳分析 (cross jump analysis)。

The information will begin with a “take off” speed at each jump.

首先，系统将记录运动员在每次跳跃时的“起跳”速度。

This will be followed by a distance measurement that updates live through the jump (showing in white), before a complete distance is given.

随后系统将测量并实时更新运动员在每次跳跃过程中的距离 (以白色显示)，并在运动员完成全部动作后显示完整的距离。

Finally, a landing speed will be indicated after each jump.

系统亦可显示运动员每次跳跃后的着陆速度。

**Speed Skating**

**速****度滑冰**

A fast-paced sport at the heart of the Olympic Winter Games, speed skating is set to become even more enthralling for those watching. In individual events, except for Mass Start, live speeds can now be shown on screen and can update live as the speed changes.

作为冬奥会的重要竞速项目，速度滑冰总能为观众带来扣人心弦的观赛体验。在个人赛中，除集体出发项目外，显示屏可以显示运动员的实时速度，并随其速度变化实时更新。

In comparison to the current overall leader’s time, it is also possible to show live delta, giving viewers a unique understanding of how each competitor is progressing.

欧米茄计时设备可以实时显示每位选手与当前领先运动员之间的时间差，让观赛者清晰地了解每位运动员的比赛进程。

OMEGA can now also show live positioning of each athlete or team on the oval. By pinpointing these positions, it will be clear to see who is gaining an advantage.

欧米茄还能够显示每位运动员或每个队伍在赛道上的实时定位。通过查看这些位置，观赛者可以清楚地了解到哪一方处于领先。

A line to beat can also be shown live on the ice, indicating the distance that an athlete needs to make up to come first.

冰面上亦将出现一条虚拟横线，显示每位选手与领先运动员之间的距离。

**Short Track Speed Skating**

**短道速滑**

After the finish of a race, it will be possible during the replay to show the distance between the skates of first and second placed athletes, or second and third. Taken from the finish line, it will add more precision to this fast-paced sport.

赛后回放时，可以显示第一名与第二名、或第二名与第三名运动员冰鞋之间的距离。通过在终点线上拍摄这一影像，欧米茄将为该竞速项目提供更精准的计时服务。

**Bobsleigh**

**有舵雪橇**

Sensors inside each bobsleigh will be able to measure various factors including G forces, angles, trajectory and acceleration that will enable teams to understand where they won or lost time on the track.

每个雪橇内都装有多个传感器，能够测量包括重力、角度、轨迹和加速度在内的多项数据。这将有助于参赛队伍了解在赛道的何处占得或失去了时机。

Primarily, as the team tears downhill, six repeater antennas placed along the track will transmit the bob's live speed. On television, this data can be shown as a white line on a meter, with a green tip to indicate the highest speed achieved by the current sled.

随着队伍冲下滑道，沿轨道放置的六个中继器天线将传送雪橇的实时速度。在电视上，这些数据将显示为仪表上的一条白线，绿色尖端则指示当前雪橇所达到的最高速度。

Once the sled starts to decelerate, the best speed achieved can be displayed.

一旦雪橇开始减速，系统将显示该雪橇的最高速度。

If the sled beats the current “top speed” of the competition at any point in the course, this can be indicated in red.

如果雪橇在此后赛程中的任一点超过当前的“最高速度”，则用红色来表示。

In bobsleigh, skeleton and luge, the Sled Path system provided by OMEGA can also help to compare the performances between different teams. The current sled will always be shown in red, while the path of the current leader will be shown in blue. With this method, it will be possible to see the different techniques of each team.

在有舵雪橇、俯式冰橇和无舵雪橇项目中，欧米茄提供的雪橇路径系统（Sled Path）还可以用于比较不同队伍之间的表现。当前雪橇的路径将始终以红色显示，而当前领先队伍的路径将显示为蓝色。通过这一方法可以看到每个团队的不同竞技技巧。

**Freestyle and Snowboard – Half Pipe**

**自由式滑雪和单板滑雪 – U型池**

Half pipe is action packed, with many criteria all taken into consideration when scoring. The display that viewers will see on screen can now include each competitor’s highest jump as well as their average jump height. This information will be shown after each run has finished. The system can even capture the number of rotations in a certain jump.

U型池项目包含多类动作，评分时需要考虑多项标准。观赛者可以在屏幕上看到每个选手的最高跳跃高度以及平均跳跃高度。这些信息将在每轮滑雪结束后显示。该系统甚至可以捕获运动员某次跳跃中的旋转次数。

**Ice Hockey**

**冰球**

In-depth information can be valuable to teams, who will be able to use it after a game to analyse their performance.

详细的数据信息对参赛团队极有价值，可以用于赛后分析队伍表现。

Connected to the main motion sensor data, OMEGA's ice hockey analytical tool will also provide an exciting visual representation of what just happened on the ice. During replays and game analysis, it can highlight players and the puck, track athlete and puck movement, show the speed of individual athletes, show time on ice, measure distances between players and display team formations.

欧米茄的冰球分析工具可以获取主传感器的数据，并通过视觉再现的方式重现刚才的赛况。在回放和进行赛事分析时，该分析工具可以突出显示球员和冰球的位置，跟踪球员和冰球的轨迹，显示每位球员的速度和比赛时间，测量球员之间的距离并显示球队的阵容队形。

**Ski Jumping / Nordic Combined**

**跳台滑雪和北欧两项**

When jumping from great heights, everything has to come together perfectly for the competitor. At PyeongChang 2018, OMEGA will be able to provide valuable competition-relevant data for athletes and will allow spectators to zone right in on the finest details.

当选手从高台纵身跃下时，欧米茄将精准记录每个精彩瞬间。2018年平昌冬奥会期间，欧米茄将为选手们提供宝贵的赛事数据，并为观赛者们呈现最精彩的比赛细节。

"In-run" speed will be one of the primary factors that might interest viewers, and this can now be displayed for each jump.

跳台滑雪中，助滑速度是吸引观众的主要看点之一。本次赛事中，欧米茄将记录每一次跳台滑雪的助滑速度。

Then, as they hit the jump, the display can change to show the “take-off” speed measurement.

系统将在选手们跳下高台时显示其起跳速度。

“At 20m” of their jump, a mid-air speed can be shown, while also highlighting how much faster, similar or slower it is compared to their “take-off” speed.

随后，系统将显示选手们在下落20米时的空中速度，以及该速度与起跳速度的差异值。

Finally, a “landing speed” will be instantly calculated and displayed. These measurements will all disappear seconds later, or when the distance measurement becomes available.

系统将在选手着陆后立即计算并显示其着陆速度。这一数据将在数秒后或在计算出跳跃距离后从屏幕中隐去。

A virtual line will also be displayed across the landing zone during live coverage to show the current distance to beat.

另外，直播中还将实时显示一条横穿着陆区的虚拟直线，以便观众能够时刻了解选手需要赶超的距离。

**Stromotion**

**动作分解技术**

In South Korea, OMEGA will be using its new "Stromotion" technology to break down the action into sections and take a closer look. Trajectory video footage will now neatly reveal the evolution of an athlete's movement or technique to show you exactly how good it was.

在平昌冬奥会期间，欧米茄将使用新的“动作分解” (Stromotion) 技术，对动作进行多段分解和细致研究。慢动作回放视频将逐帧展现运动员的动作或技巧，令观众清晰了解该动作或技巧的精彩之处。

Other events in which stromotion will be used include alpine skiing, figure skating, aerial events and halfpipe.

这项新的“动作分解”技术还将被运用于高山滑雪、花样滑冰、空中技巧和U型池等项目。

**S****imulcam**

**协同工作摄影机**

OMEGA’s Simulcam will help to enhance the replay action of numerous events in PyeongChang. By laying an image of one competitor over another, it will be possible for replays to compare the techniques and performances of different teams.

在平昌冬奥会期间，欧米茄的协同工作摄影机 (Simulcam) 将在众多比赛项目中协助呈现动作回放，通过在回放时叠加不同选手的影像，对比各队的技巧和场上表现。

Events in which you might see Simulcam used include alpine skiing, bobsleigh, skeleton, luge, ski jumping and Nordic combined.

协同工作摄影机还将被应用于高山滑雪、有舵雪橇、俯式冰橇、无舵雪橇、跳台滑雪和北欧两项等赛事。

**Course Maps and Animations**

**路线图和动画演示**

To give viewers a clear idea of the courses and venue layouts, OMEGA can now provide course maps and animation, layered with virtual graphics and information.

为方便观众清晰地了解赛事的路线和场地布置，欧米茄将提供配有虚拟图画和信息的路线图和动画演示。

**HOW OMEGA TIMES THE SPEED SKATING EVENTS**

**欧米茄计时在速度滑冰比赛的运用**

**The Events**

**赛事介绍**

With speeds of more than 60 kilometres per hour, speed skating is the fastest human-powered, non-mechanical-aided sport in the world. There will be 14 speed skating medal events in PyeongChang.

速度滑冰平均时速可达60公里每小时，是所有单凭人力、不借助任何机械辅助的体育运动中速度最快的一项运动。平昌冬奥会上速度滑冰比赛共设14个正式项目。

Women will compete at distances of 500m, 1000m, 1500m, 3000m, and 5,000m as well as in a team pursuit event. Men’s distances are 500m, 1000m, 1500m, 5,000m and 10,000m. They also have a team pursuit event.

女子项目包括500米、1000米、1500米、3000米和5000米，以及团体追逐赛；男子比赛项目有500米、1000米、1500米、5000米和10000米，同时也设有男子团体追逐赛。

There are also two new events in speed skating this year: Men's mass start and Women's mass start. As the name implies, all competitors are on the ice at one time and start simultaneously, racing over 16 laps of the 400m oval. The competition will begin with two semifinal heats. The top eight skaters from each semifinal will advance to the final.

今年，速度滑冰比赛中新增了两个项目：男子集体出发项目和女子集体出发项目。顾名思义，参赛选手将同时上场并一起出发，在400米的赛道上经过16圈竞速。比赛设有两场半决赛，在半决赛中获得前八名的运动员将在决赛中进行角逐。

But the results of the race aren’t just based on the finish. During the race there are three intermediate sprints (after four, eight and 12 laps). At these intermediate marks, skaters are awarded points for the sprint (5 for first place, 3 for second place, 1 for third place) that count towards the final standings.

但比赛的最终结果不只取决于运动员的冲线时刻。在比赛的第4圈、第8圈和第12圈时有三个冲刺时刻，前三位的选手将根据排名的先后顺序分别在总成绩中计入5分、3分和1分。

There is also one final sprint. Skaters are awarded 60 points for first, 40 points for second, and 20 points for third, ensuring that the first three finishers of the final sprint will also be ranked as the top three competitors who get the medals.

在最后的冲刺中，获得第一名、第二名和第三名的运动员将分别在总成绩中计入60分、40分和20分，以确保前三名完成比赛的运动员也能参与前三名的奖牌争夺。

**The Timekeeping**

**计时方法**

* To start the race, an official fires the electronic starting gun. When the starter presses the trigger, three things happen immediately and simultaneously: a light flash is emitted, a sound is generated through speakers and a start pulse is transmitted to the timing device. If the trigger is pressed a second time within two seconds, a false start will be audibly signaled.
* 发令员触发电子发令枪，示意比赛开始。当发令员扣下扳机，三件事情将同时发生：闪光亮起，每位选手身后的扬声器发出声响，出发信号传至计时装置。两秒钟内再次扣动板机就会发出抢跑的声音信号。
* During the race, a lap counter located near the finish line lets skaters know how many laps remain.
* 比赛进行中，记圈员在终点线告诉到达该线的运动员其比赛还剩圈数。
* In some events, transponders worn on the ankles of the competitors also transmit information to the timekeepers which provides live data as the race takes place.
* 在部分赛事中，运动员膝盖上将戴有传感器，从而将运动员在赛中的实时数据信息传送至计时设备。
* A last-lap OMEGA bell is rung when the racers have one lap to go.
* 当比赛只剩最后一圈时，末圈提示铃声将响起。
* Finally, the finish time is always determined when the blade of the competitor’s skate crosses the photocell-beam located on the surface of the ice at the finish line. This time is then projected onto scoreboards within the stadium. In case of disputes, the OMEGA Scan'O'Vision Myria photofinish camera records the action at the finish line at 10,000 digital images per second.
* 比赛以冰鞋的冰刀穿过终点线冰面上的照相光束为准，进行成绩评判。这一时刻的图像将被实时传送至赛场的记分板上。一旦出现任何争议，则依据欧米茄光感应摄影机系统终点摄影记录评判，该机器每秒钟可以在终点拍下10,000幅数码影像。
* In speed skating, the timekeepers and their technologies face the ultimate challenge: it is timed to the nearest thousandth of a second. To put this in perspective, about a thousand of these tiny increments of time pass in the second or so it takes to say “Olympic speed skating”.
* 速度滑冰对计时人员和计时技术要求相当高：成绩几乎要精确到1/1000秒。也就是说，要把一秒钟分成大约1000个细小刻度，也难怪人们称之为“奥林匹克速度滑冰”。

**HOW OMEGA TIMES THE ALPINE SKIING EVENTS**

**欧米茄计时在高山滑雪比赛中的运用**

**The Events**

**赛事介绍**

The 11 alpine ski medal events, including downhill, super-G, slalom, giant slalom and super-combined, will all take place at the Jeongseon and Yongpyong Alpine Centres.

高山滑雪比赛共分11个小项，分别是速降、超级大回转、回转、大回转和两项全能。所有高山滑雪比赛项目均在旌善高山滑雪中心和龙坪高山滑雪中心 (Jeongseon and Yongpyong Alpine Centres) 举行。

Featured on the Olympic Games programme for the first time at PyeongChang 2018, will be the alpine mixed team event which promises to provide a thrilling spectacle. It will include 16 teams competing in a single elimination tournament. Each team will include 4 competitors (2 men and 2 women) and the race will be conducted as a parallel event using giant slalom gates and flags.

2018年平昌冬奥会新增的高山滑雪团体项目，必将是一场精彩绝伦的赛事。届时，16个队伍将一同参加淘汰赛。参赛队伍包括两男两女四名队员，采用大回转项目的旗门设置进行比拼角逐。

The speed and drama of the alpine events make them among the most popular of all winter sports. Athletes can reach speeds in excess of 130 kilometres per hour as they travel down a vertical drop that ranges from 180 metres (slalom) to 1,100 metres (downhill) for men and 140 metres (slalom) to 800 metres (downhill) for women. The skiers also have to pass through a series of gates. A skier who misses a gate has to climb back up and go through the gate in order not to be disqualified.

高山滑雪比赛速度极快又极具戏剧性，在所有冬奥会运动中倍受青睐。运动员在整个比赛过程中平均速度可超过130公里每小时。整个赛道的垂直落差较大，男子项目落差从180米(回转)到1100米(速降)不等；女子项目赛道的垂直落差从140米(回转)到800米(速降)不等。运动员在比赛中需要穿越一系列旗门。选手每错过一个旗门，必须返回重新穿越该旗门，否则将被取消比赛资格。

**The Timekeeping**

**计时方法**

* Alpine skiers start their runs through the “Snowgate” starting gate, which ensures that the running time is started when the “wand” is at precisely the same angle for every competitor. The skiers have a ten-second starting window, indicated by a series of beeps, and can begin up to five seconds before or five seconds after the official start time indicated on the start clock.
* 高山滑雪运动员将使用名为“Snowgate”的起滑门，其技术保证了只有当起滑门上的栏杆对于每位选手的角度完全相同时，出发信号才会发出。选手有10秒的出发时间，期间，起滑门会持续发出提示音提醒参赛选手。选手在计时器显示的正式出发时间前5秒内到后5秒内的时间段内都可出发。
* As the race progresses, infrared photocells record the intermediate times of the competitors as they speed down the course.
* 比赛期间，红外电子眼将记录每一位选手在减速过程中的用时。
* Photocells are also at the finish line to capture final times. As well as this, OMEGA has its Myria cameras on hand if the judges need a backup. The cameras produce 10,000 digital images per second.
* 电子眼也将在终点处记录选手冲线的时刻。不仅如此，欧米茄亦提供了光感应终点摄影机协助裁判员评判赛果。该机器每秒钟可拍下10,000幅数码影像。
* Motion sensors attached to the boots of athletes interact with antennas along the track, providing OMEGA with in-race data and information that can be instantly sent live to viewers at home.

每位选手的滑雪靴上均配有动作传感器。通过沿赛道设置的天线，该设备可以将赛事数据信息实时发送给电视机前的观众。

**HOW OMEGA TIMES THE ICE HOCKEY EVENTS**

**欧米茄计时在冰球比赛中的运用**

**The Events**

**赛事介绍**

Ice Hockey in PyeongChang will be contested at two separate venues, including the Gangneung and Kwandong Hockey Centres.

平昌冬奥会的冰球项目比赛场地共有两处：江陵冰球中心和关东冰球中心。

Played in front of thousands of spectators, there will be tournaments for both men (12 nations) and women (8 nations).

在数千名观众面前，12个国家的男子冰球队和8个国家的女子冰球队将为荣誉而战。

In the women’s tournament, the four best teams in round robin play will advance to the semifinals. The winners of these two games will compete for the gold medal and the losing team will play in the bronze medal round. The teams which did not advance to the semifinals and medal rounds will compete in additional games to determine 5th through 8th places.

在女子冰球赛中，循环赛中成绩最好的四支队伍晋级半决赛；两场半决赛后，胜者争夺金牌，败者则争夺铜牌。未能晋级半决赛和奖牌争夺赛的队伍比赛决出第五名至第八名。

After round robin play in the men’s ice hockey tournament, the four best teams will automatically be qualified for the quarterfinals. The eight remaining teams will play one more game and the four losing sides will be eliminated. The four victors will advance to the quarterfinals.

在男子冰球赛中，循环赛中成绩最好的四支队伍自动晋级四分之一决赛；剩余八支队伍分为四对进行比赛，败者淘汰出局，而四支胜出的队伍则晋级四分之一决赛。

The games are made up 3 x 20 minute periods, with a 15 minute time-out between each period. In case there is no victory after three periods, the tournament carries to overtime under a “Sudden Death” rule which means the first team to score wins the game. If no score is made, the Game Winning Shots Procedure applies.

每场冰球比赛分三局，每局20分钟，两局之间有15分钟休息时间。如果三局比赛过后仍未能决出胜负，则进行加时赛，并通过“金球制胜法”决出胜负，即在加时赛中能够首先得分的队伍将直接获得胜利。如加时赛双方均未能得分，则进行点球大战。

**The Timekeeping**

**计时方法**

* OMEGA’s timing and scoring system is situated on the timing bench beside the ice. This system relays all the necessary information and live time from each game to the scoreboards and beyond.

位于冰场计时台上的欧米茄计时计分系统，可以将所有重要数据和即时时间发送至记分板和其它接收端上。

* During play, officials on the ice are fitted with OMEGA’s Whistle Detection System. This wireless system includes a microphone which allows them to speak to the scorekeeper on the timing bench. The system also stops the clock as soon as it detects the sound of a referee’s whistle. This happens at least half a second faster than any timekeeper can manually achieve.

比赛时，场上裁判均配有欧米茄哨音探测系统。这套无线系统包含一个麦克风，场上裁判可通过麦克风与场外计时台处的记分员进行沟通。当冰球哨声监测系统捕捉到裁判员的哨声时，计时即刻停止。这比手动停止计时至少快1/2秒。

* Motion sensors attached to the players’ backs now provide OMEGA with in-game data and information that can be instantly sent live to viewers at home or used in match analysis.

安置于运动员背部的动作传感器，可以提供详细的比赛数据信息，并将这些数据信息实时发送至电视机前的观众，或用于赛事分析。

**HOW OMEGA TIMES THE** **B****IG AIR EVENTS**

**欧米茄计时在单板滑雪大跳台比赛中的应用**

**The Events**

**赛事介绍**

Snowboarding was officially adopted as a formal discipline at the Nagano 1998 Olympic Winter Games. However, PyeongChang 2018 will be the first year that the Big Air event takes place.

早在1998年长野 (Nagano) 冬奥会上，单板滑雪就已成为正式比赛项目。但直至2018年平昌冬奥会，单板滑雪大跳台比赛才在冬奥会的舞台上首次亮相。

This new Olympic Games sport features competitors riding down a hill and performing tricks after launching off very large jumps. As the name suggests, the riders launch themselves into the air and then perform complex tricks such as frontside 1080, backside 1440 and double corks in the air, aiming to attain sizable heights and distances, all the while looking to secure a clean landing. Many competitions including the Olympic Games also require a rider to do a specific and special trick to win.

在单板滑雪大跳台比赛中，选手们需从坡道滑下，并在跳离坡面时完成各种空中技巧。也就是说，选手们需要腾空完成各类复杂的技巧，比如在空中进行外转1080度、内转1440度以及两次抓板转体，并尽可能达到一定高度和距离，同时确保着陆利落。另外，在包括奥运会在内的很多比赛中，选手还需要完成某项指定和特别的技巧动作才能获胜。

The newly built venue in PyeongChang is the largest Big Air ramp in the world, with total height from start to finish reaching 49 metres and a maximum slope angle of 40 degrees, allowing athletes more time in the air to show off their techniques.

平昌新建的赛场拥有世界上最大的单板滑雪大跳台赛事坡道，起点到终点的高度相距49米，最大坡面角度达40度，这将为选手们提供更多在空中表演技巧的时间。

**The Timekeeping**

**计时方法**

* Each judge in the Big Air competition will be equipped with a Judge’s Keypad, which is linked to OMEGA’s Timing and Scoring Room. They will use this to indicate their score for each competitor.

单板滑雪大跳台比赛中，每位裁判都配有连通欧米茄计时计分室的裁判键盘。他们将使用该键盘为每名选手打分。

* The scores will then be automatically transmitted to the scoreboards as well as to external media.

这些分数将自动发送至记分板和其他外部媒介。

* OMEGA attaches motion sensors to the boots of the athletes, which captures competition-relevant information and statistics that can be instantly beamed live to viewers.

欧米茄在选手的滑雪靴上配置了动作传感器，以捕捉赛事数据信息，并实时发送至观赛者。

**INFORMATION IN AN INSTANT**

**实时信息传送**

How OMEGA’s data gets from the Olympic Games to the people who need it

欧米茄如何向观众和选手传递奥运赛事的实时数据？

When you think of OMEGA’s role at the Olympic Games, it’s easy to only think of timekeeping. But there’s much more than what happens on the clock. OMEGA’s data processing is the magic at the heart of the whole operation.

提及欧米茄在奥运会中发挥的作用，人们很容易只想到计时这一功能。然而欧米茄的作用绝不仅止于此。欧米茄所从事的数据处理工作，是整个赛事计时的核心奥妙所在。

At Sochi 2014, for example, OMEGA measured more than 650,000 finish times, intermediate times, rankings, distances and scores. This was in 98 different events over two weeks.

比如，2014年俄罗斯索契冬奥会上，欧米茄在两个多星期的时间内为98个不同的比赛项目进行了多达65万多次的结束计时、中间计时、排名、测距和计分工作。

That is an incredible volume of data. Not only was it captured precisely for the benefit of athletes, but it was also transmitted to the scoreboards in the stadiums, and through the broadcasters to television screens, within 100 milliseconds.

这其中涉及大量的数据。欧米茄不仅为选手们精确地捕捉了这些数据，并且还将其发送至各体育场馆的记分板上，同时转播呈现在电视屏幕上，而这一切均发生在100毫秒之内。

That truly is live sport!

这才是真正的体育直播！

At every Olympic Games, OMEGA is the single source of this instantaneous data. And it’s a massive job to not only collect it, but to also deliver it quickly. That’s why, whether it’s summer or winter, each sport features unique customised applications as well as specific timekeepers who are experts in that field. Everything is now streamlined and all steps of the process work in complete harmony.

在每届奥运会上，担任计时任务的欧米茄都是这类即时数据的独家来源。在收集数据的同时迅速传送各类数据，意味着巨大的工作量。因此无论是夏季奥运会或冬季奥运会，每个体育项目都配有定制的应用程序，以及该领域专属的特定计时器。这令计时得以简洁高效地进行，所有步骤也都可以协调一致。

It may not be the first thing you think of for a timekeeper, but OMEGA’s data processing plays a vitally important part in the Olympic Games experience. Through years of participation and knowledge, the brand has perfected its skills to give every athlete and spectator a live understanding of each moment.

提及计时，人们首先想到的或许不是数据处理，但欧米茄的数据处理技术对奥运会有着至关重要的作用。多年来，欧米茄不断积累经验与专业知识，运用先进技术帮助每位运动员和观众实时了解赛事的每一时刻。

Today, as the sporting action happens, the data is provided all the way. Don’t take it for granted. It’s OMEGA excellence at its best!

如今，只要一项比赛开始，即能提供全程实时数据。能够实现这一切，并非理所当然，其背后是欧米茄不断完善的卓越计时技术！

**Limited edition watches in celebration of PYEONGCHANG 2018**

**欧米茄“平昌 2018”限量版腕表礼赞奥运**

OMEGA has created two special editions of its Seamaster wristwatches to commemorate the PyeongChang 2018 Olympic Winter Games. Both are limited to 2018 pieces.

为了纪念2018年平昌冬季奥运会，欧米茄特别打造两款海马系列腕表，均限量发行2,018枚。

**THE SEAMASTER PLANET OCEAN "PYEONGCHANG 2018" LIMITED EDITION**

**欧米茄海马系列海洋宇宙“平昌 2018”限量版腕表**

Created to mark the countdown to the Olympic Winter Games in PyeongChang in 2018, the Seamaster Planet Ocean "PyeongChang 2018" is guaranteed to perform with world-class precision long after that great event has come and gone.

欧米茄海马系列海洋宇宙“平昌2018”限量版腕表于平昌奥运会倒计时一周年之时发布，彰显欧米茄以精准计时表现记录奥运荣耀时刻的承诺。

Limited to 2,018 pieces, it is not only an aesthetically striking timepiece in bold blue and red, (the colours of the Korean flag) it is also a technological marvel.

该时计限量发行2,018枚，外观以鲜明的蓝色与红色 (韩国国旗颜色) 搭配设计带来全新美学感受，其采用的各项制表工艺更可谓非凡之作。

Cased in stainless steel, it features a polished blue ceramic [ZrO2] dial with applied rhodium-plated indexes, coated with white Super-LumiNova that emits a blue glow. These same qualities are shared by the hour and seconds hands. The minute hand, in line with the dot on the bezel, emits a green glow.

腕表采用精钢表壳搭配抛光蓝色陶瓷二氧化锆 (ZrO2) 表盘，时针、秒针及小时刻度均经镀铑处理，并覆以白色Super-LumiNova夜光涂层，在暗光环境中会发出蓝光，分针及潜水表圈上的圆点则会发出绿光，便于潜水时轻松读取时间。

The unidirectional rotating diving bezel is very special indeed. It features the world’s first polished blue ceramic ring with rubber and OMEGA Liquidmetal® diving scale, with red rubber for the first 15 minutes. OMEGA Liquidmetal® has also been used for the minute scale and the dot at 12H.

单向旋转潜水表圈采用全球首创带有橡胶材质的抛光蓝色陶瓷打造，其潜水刻度以Liquidmetal技术精制而成，前15分钟的刻度饰以红色橡胶，明亮醒目。这项创新工艺还被应用于分钟刻度以及12时位置的圆点上。

Just right of the date window positioned at 3H is the screw-in crown with OMEGA logo. The helium escape valve placed at 10H has been embossed with "He".

表盘3时位置设有日历窗口，右侧的旋入式表冠上印有“OMEGA”标识。10时位置设有排氦气阀门，并刻以“He”浮雕字样。

Protecting the face of the watch is a domed, scratch-resistant sapphire crystal with anti-reflective treatment on both sides, while the new alveol-patterned screw-in caseback is engraved in blue with the words PLANET OCEAN and LIMITED EDITION, as well as the watch's Limited Edition number. Transferred to the caseback's sapphire crystal are the words “PyeongChang 2018”and the Olympic Winter Games logo.

腕表配备圆弧形双面防反光耐磨损蓝宝石玻璃表镜。表背设计同样别具匠心，齿槽状旋入式表背上镌刻有“PLANET OCEAN”、“LIMITED EDITION”以及限量编号的蓝色字样。蓝宝石玻璃表背上则印有“PyeongChang 2018”及2018年平昌冬奥会官方标识。

The beating heart of the timepiece is the OMEGA Co-Axial Master Chronometer Calibre 8900. As a Master Chronometer the watch has passed the highest level of watch testing in the industry, having endured 8 rigorous tests over 10 days, set down by the Swiss Federal Institute of Metrology (METAS).

腕表内部搭载欧米茄8900 同轴至臻天文台机芯。作为至臻天文台表，整枚腕表与机芯在10天内均通过了由瑞士联邦计量研究院 (METAS) 核准的8项严苛测试，代表了制表行业的更高标准。

**THE SEAMASTER AQUA TERRA “PYEONGCHANG 2018” LIMITED EDITION**

**欧米茄海马系列Aqua Terra “平昌 2018”限量版腕表**

The OMEGA Seamaster Aqua Terra “PyeongChang 2018” Limited Edition is a timepiece that captures all the original innovation and beauty of the Aqua Terra 150M collection. However, for this model, the additional focus is firmly on the momentous sporting event.

欧米茄海马系列Aqua Terra “平昌2018”限量版腕表沿袭了Aqua Terra 150米腕表具备的创新技术和卓越设计，同时突出呈现以平昌冬奥会作为灵感的设计理念。

**THE DIAL**

**表盘**

The first noticeable difference is the addition of the event name. Using the five colours of the iconic Olympic Rings, the words “PYEONGCHANG 2018” have been inscribed on the minute track of the popular blue PVD dial.

首个显著特征是于表盘上加入“PYEONGCHANG 2018”字样，由标志性的奥运五环颜色打造，饰于蓝色PVD表盘的分钟圈上 。

Incredibly, the 20 and the 18 are perfectly aligned with the exact minute indexes. This is a very unique coincidence that cannot be repeated in our lifetime.

更为巧妙的是，“20”和“18”两个数字均准确对位相应的分钟刻度位置，连在一起恰好组成“2018”字样。

**THE CASE**

**表壳**

The transparent sapphire crystal caseback includes the official “Olympic Games PyeongChang 2018” logo. On the side of the case, the limited edition number has been engraved. This will be one of only 2018 limited edition numbers made available.

蓝宝石玻璃表背上带有2018年平昌冬奥会官方标识，表壳侧面则镌刻有限量编号。该时计限量发行2,018枚。

**DESIGN AND INNOVATION**

**设计和创新**

The 41mm timepiece, including the case and the metal bracelet, has been created in stainless steel. The typical “teak concept” pattern of the Aqua Terra dial is included and, at its heart, the watch is powered by the Master Co-Axial movement 8500.

这款41毫米腕表的表壳及表链均由精钢打造，表盘则饰有Aqua Terra系列独有的”柚木概念”纹理，内部搭载8500至臻同轴机芯。

The OMEGA Seamaster Aqua Terra “PyeongChang 2018” Limited Edition is presented in its own Olympic themed box, and takes its place amongst OMEGA’s renowned history of collectable Olympic themed watches.

欧米茄海马系列Aqua Terra “平昌 2018”限量版腕表亦将由特别的奥运主题表盒承载。该时计作为有着荣耀历史的欧米茄奥运主题腕表当中的一员，具有非凡收藏价值。