

DIGITAL WATCH



Introduction

The first digital electronic watch, a Pulsar LED prototype in 1970, was developed jointly by Hamilton Watch Company and Electro-Data, founded by George H. Thiess. John Bergey, the head of Hamilton's Pulsar division, said that he was inspired to make a digital timepiece by the then-futuristic digital clock that Hamilton themselves made for the 1968 science fiction film

2001: A Space Odyssey. On April 4, 1972, the Pulsar was finally ready, made in 18-carat gold and sold for \$2,100. It had a red light-emitting diode (LED) display.

Digital LED watches were very expensive and out of reach to the common consumer until 1975, when Texas Instruments started to mass-produce LED watches inside a plastic case. These watches, which first retailed for only \$20, reduced to \$10 in 1976, saw Pulsar lose

\$6 million and the Pulsar brand sold to Seiko.



Tom

This was the first thing I ever bought with a credit card back in 1975. I remember it huge and was very heavy and

you had to press the button to get the time. No alarm, no date just the time and it cost £25.00.



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