



ON THE BEAT: KLAUS CREATES A SOUNDTRACK FOR ZENITH INSPIRED BY SOUNDS RECORDED AT THE MANUFACTURE

Milan, October 20, 2023: Artist, creator, storyteller and ZENITH friend of the brand Klaus has released a new soundtrack for ZENITH, incorporating sounds recorded during his visit to the ZENITH Manufacture in Le Locle.

From electronic music production and DJing to sharing his adventures, emotions and encounters on his popular Youtube channel, Klaus is an Italian multimedia artist and storyteller with a global audience. Always sharing his stories in the most unexpected ways and taking his audience on sensory journeys, Klaus sought to take listeners on a unique musical trip through the ZENITH Manufacture. Inspired by the different and unfamiliar sights and sounds he came across at the Manufacture, Klaus recorded different audio tracks there to incorporate in a special musical soundtrack tailored exclusively for ZENITH.

Prior to the unveiling of this truly unique creative endeavour, guests in Milan were invited to an exclusive experience with a cocktail exchange moment with Klaus, a pre-release discovery of the soundtrack, as well as a ZENITH Watch Clinic experience, allowing guests to step in the shoes of a watchmaker and learn how luminescent pigments are carefully applied to the revamped Pilot collection.

Unveiled earlier this year, the new Pilot collection has become Klaus' go-to watch ever since its introduction. The latest in a long line of ZENITH Pilot watches, its newest iteration foregoes the vintage aesthetic for something that draws inspiration from the entire span of aviation – past and present. The Pilot Big Date Flyback in black ceramic takes on a utilitarian look, while incorporating two functions to the El Primero 5Hz automatic chronograph calibre: the big date and the flyback function. For a creative globetrotter like Klaus, it's a perfect fit.

On the soundtrack created, **Klaus** shared *"I've been in Le Locle for the first time in March this year and what impressed me the most was the heritage preserved by Charles Vermot thanks to the hidden attic. The initial idea to create a soundtrack of our visit, but once there, I had so many ideas of how to translate what I was seeing into music. The soundtrack "Le Locle" is the representation of my feelings when I reached the manufacture in Le Locle: a peaceful and quiet space, wondrously distorted just by subtle industrial machines."*

The debut track from Klaus' new project dubbed simply "Le Locle" will be released on [Spotify](#), [Apple Music](#) and other streaming platforms globally on Friday October 20.

Additional tracks produced by Klaus for ZENITH will be unveiled in the coming months.



ZENITH: TIME TO REACH YOUR STAR.

ZENITH exists to inspire individuals to pursue their dreams and make them come true - against all odds. Since its establishment in 1865, ZENITH became the first vertically integrated Swiss watch manufacture, and its watches have accompanied extraordinary figures that dreamt big and strived to achieve the impossible - from Louis Blériot's history-making flight across the English Channel to Felix Baumgartner's record-setting stratospheric free-fall jump. Zenith is also highlighting visionary and trailblazing women by celebrating their accomplishments and creating the DREAMHERS platform where women share their experiences and inspire others to fulfil their dreams.

With innovation as its guiding star, ZENITH exclusively features in-house developed and manufactured movements in all its watches. Since the creation of the El Primero in 1969, the world's first automatic chronograph calibre, ZENITH has gone on to master high-frequency precision and offers time measurements in fractions of a second, including 1/10th of a second in the Chronomaster collection and 1/100th of a second in the DEFY collection. Because innovation is synonymous with responsibility, the ZENITH HORIZ-ON initiative affirms the brand's commitments to inclusion & diversity, sustainability and employee wellbeing. ZENITH has been shaping the future of Swiss watchmaking since 1865, accompanying those who dare to challenge themselves and reach new heights. The time to reach your star is now.

About Klaus

Artist, creator, storyteller and avid ZENITH collector, Klaus is part of a new generation of dream-chasers that have made it in the digital era. Klaus began his journey in his early teen years, where his passion for music pushed him to begin composing and recording electronic music. Beyond the music however, Klaus was compelled to share his adventures, emotions and experiences encountering other likeminded people from all over the world. So, in 2013, he began making videos to share his creative process, which in turn led him to learn all about video editing, graphics and 3D modelling. Before he knew it, Klaus had garnered a loyal following on YouTube and other platforms and became one of the most wide-reaching Italian personalities of his time.

Despite his early setbacks in trying to become a musical producer and DJ at such a young age, Klaus never gave up on his dreams. Without abandoning his traditional education, Klaus taught himself what it takes to become a successful music producer, documenting his progress for all to see. By creating an ever-growing YouTube channel and reaching people through his music as well as his creative endeavours, Klaus reached his star by finding a way to incorporate all his different pursuits, without sacrificing his sincerity and values.

When he's not in the music studio or behind a set of turntables, Klaus manages his "Wanderlust Vision" project, which combines his many passions across multiple sectors in a constant dialogue between tradition and innovation. The aim of Wanderlust Vision is to inform and promote culture around the concept of travel as an experience to grow and learn, by merging multiple environments such as music, cuisine, art, sport, clothing and more. The collaborations and uniquely immersive experiences that the project offers have allowed Klaus to build bridges connecting his different pursuits, allowing him to reach an even larger audience and bring people out of their comfort zones and keep discovering new horizons.

PILOT BIG DATE FLYBACK

Reference: 49.4000.3652/21.1001

Key points: Automatic El Primero column-wheel chronograph with flyback function. Patented Big Date at 6 o'clock. Instantaneous Big Date jump in 0.007 sec (0.02 for discs jump & stabilization). Fully Interchangeable strap system

Movement: El Primero 3652, automatic

Frequency 36,000 VpH (5 Hz)

Power reserve approx. 60 hours

Functions : Hours and minutes in the centre. Small seconds at 9 o'clock
Instantaneous Big Date at 6 o'clock. Flyback Chronograph. 30-minute counter at 3 o'clock

Finishes: Special "Pilot artificial horizon" black oscillating weight

Price 13400 CHF

Material: Black microblasted ceramic

Water resistance: 10 ATM

Case: 42.5mm

Dial: Black with horizontal grooves

Hour markers: Applied arabic numerals in SuperLuminova SLN C1

Hands : Black & white with SLN C1

Bracelet & Buckle: Comes with 2 straps: Black cordura effect rubber strap and a khaki cordura effect strap.
Steel with black PVD coating triple folding clasp.

