

DreamChrono Announces Ongoing Beta of Exhaustive Watch Encyclopedia, Goal of Building Peerless Resource for Watch Collectors, Professionals Around the World.

NASSAU, The Bahamas, Sept. 5, 2014 /PRNewswire/ – The newly launched Watch Encyclopedia from DreamChrono (<http://www.dreamchrono.com/>) firmly positions the blog as the number one resource on fine watches and watch brands anywhere on the web. Now in beta, the encyclopedia is growing by leaps and bounds as the data mining team at DreamChrono add more carefully researched material to the database each day.

Unveiled on July 4, the DreamChrono Watch Encyclopedia aims to be the "fount of all watch knowledge." At last count, the encyclopedia contained information on 58 watch brands and nearly 2,500 unique watches. Each entry contains full specifications, the model reference number and pictures. When finished, the Watch Encyclopedia will have no equal in the fine watch collecting community.

"Our mission at DreamChrono is to be the go-to database for any possible question on watches and watch brands," explained DreamChrono Founder and CEO Romain Brabant. "We started with reviews and community contributions, quickly attracting attention from the wider world of collecting. At the 2014 Baselworld Conference, for example, the blog received a flurry of interest resulting in an infographic and 83 new contributions."

Private collectors and professionals who want to make the most of the Watch Encyclopedia are encouraged to create a free DreamChrono account. With an account, users can build and save virtual collections and wishlists from the enormous database; these lists can be made public, friends-only or private. Account holders also receive updates on the Watch Encyclopedia as well as general DreamChrono newsletters and event announcements.

The blog developers welcome feedback as the encyclopedia progresses through its beta phase. Users who would like to see specific models or brands added to the database can contact DreamChrono and submit a request.

Using the Watch Encyclopedia is as simple as executing a Google search. The database is searchable by watch name or reference number. Users can also browse dozens of brand names and associated collections. A brief history and description accompanies each brand, collection and watch model. For individual watches, the encyclopedia's information typically includes model reference number, case and dial specs, movement type and a description of the bracelet. With a single click, users can "love" a watch, add it to one of their lists, email the entry to a friend or leave a comment.

Officially launched in October 2013, DreamChrono was the realization of a dream for Brabant. He's thus far invested over \$300,000 of his own money to bring the watch blog to where it is now. Support from the community has been instrumental in the blog's overwhelming success.

The market for fine, collectible watches is as healthy as it has ever been; interest in collecting has crossed generational lines and is a worldwide phenomenon. The hobby benefits from relatively low barriers to entry – these aren't Ferraris or centuries-old paintings, after all. Watches also offer a unique combination of elegance and functionality, something not to be found in cigars or scotch.

DreamChrono features hands-on, professional watch reviews as its centerpiece, but Brabant and his associates are continually seeking ways to broaden the blog's appeal. Based on the strong response the blog has already received, the longevity of DreamChrono seems assured.

"The Watch Encyclopedia is still only the tip of the iceberg when it comes to what we have planned for collectors and industry professionals," remarked Brabant. "We have more exciting developments to announce in the coming months. Watches and brands are always evolving, and we plan to evolve right alongside them."

ABOUT DREAMCHRONO

DreamChrono is a blog about all aspects of fine watches, with a focus on the needs and interests of collectors. Anyone interested in learning more about the art and craft behind the world's greatest watches is encouraged to visit the blog or connect via Facebook or Twitter.

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