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## Omega Sports Watches

*Giampiero Negretti*

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**Giampiero Negretti : Omega Sports Watches** before purchasing it in order to gage whether or not it would be worth my time, and all praised Omega Sports Watches:

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to decide which one to buy and understand the know-how and the origins of this wonderful watch brand

Omega was entrusted with timekeeping at the Los Angeles Olympic Games in 1932 and has since been the official timekeeper at 22 Olympics. That association has led to more than half a century of pioneering developments in timers and watches, from the first water-resistant photoelectric cell to the first photo-finish camera (an innovation that resolved the problem of group finishes in track events), and "contact pads" inside the pool at swimming competitions. They have continued to innovate, most recently with real time results online, available as soon as a swimmer hits the pool wall at the end of a lap. Yet it is the most tangible, touchable, wearable results of all this that brings Omega watches from the workplaces of athletes (including Michelle Wie and Michael Phelps) into the homes of design aficionados. John Goldberger, the editor of Omega Watches and Longines Watches here presents more than 50 years of rare and beautiful sport designs from the Omega line.