

# THE BRADLEY

DESIGNED TO TOUCH & SEE



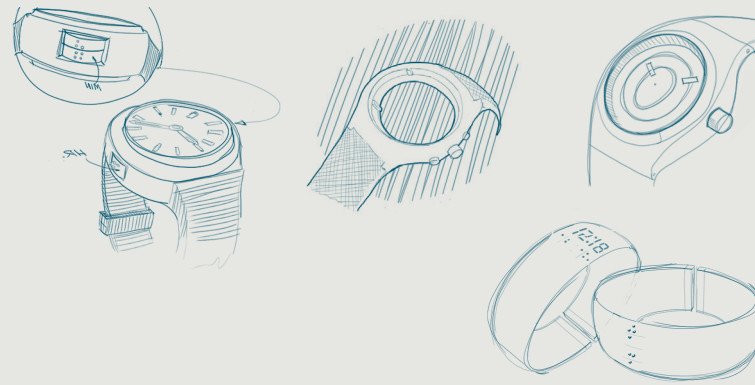
# BUILDING A BETTER WRISTWATCH

The contemporary wristwatch is an amazing feat of engineering, yet it still relies exclusively on sight.

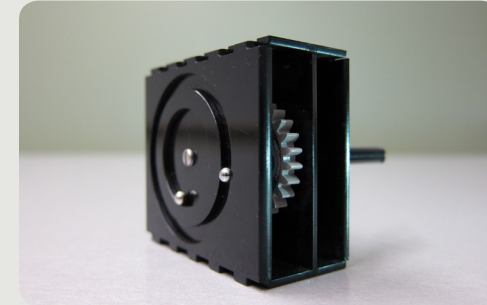
When we first set out to create a universal timepiece, we focused on functionality. We wanted to make a product that was accessible to the vision impaired, providing an alternative to the intrusive talking watches and fragile, inaccurate tactile watches currently available.

While talking with people who are vision impaired, we quickly realized that they were as concerned with design and fashion as they were with function. As we got more feedback from different user groups, we found that sighted users were also interested in a timepiece that allowed them the freedom to both see and touch the time.

## 1. CONCEPT SKETCHES



## 2. PROOF-OF-CONCEPT PROTOTYPES



## 3. SCALE MOCK-UPS



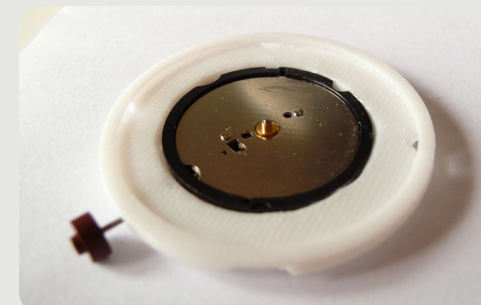
## 6. FINAL PROTOTYPES



## 5. REFINING THE DESIGN



## 4. WORKING PROTOTYPES



# FASHION MEETS FUNCTION

The Bradley was created in collaboration between engineers, product designers, and vision impaired users

In designing our tactile timepiece, we focused on beautiful form and exceptional function, creating an innovative design that maintains a minimalist, modern aesthetic. Rather than creating yet another wristwatch that requires the user to look at the face, we have come up with a creative alternative, a wrist accessory you can touch to determine the time.

That is why we do not call The Bradley a "watch." We call it a timepiece because you can tell time without actually looking at—or watching—the face.



# NEW ENGINEERING

Instead of traditional watch hands, time is indicated by two ball bearings driven by magnets beneath the watchface.

If the bearings are moved when touched, they spring back to the correct time with a gentle shake of the wrist.



titanium body

swiss quartz movement

minutes

hours

raised markers



## INSPIRED DESIGN

The Bradley is named after former naval officer, Brad Snyder. Brad lost his sight from an IED explosion while serving in Afghanistan. In 2012, Brad won two gold and one silver medals in swimming at the London Paralympics.

“I’m not going to let my blindness build a brick wall around me”

**Brad Snyder**  
Spokesperson for The Bradley

# OUR COMMUNITY

