



AVIATOR INSPIRED MOVEMENT



USER MANUAL

THE **BETA** SERIES **777**

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"THE FUTURE BELONGS TO THOSE WHO CAN IMAGINE IT, CREATE IT, AND PRESERVE IT"

INSPIRED BY A GREAT LEADER

OUR STORY

At the AIM Watches every timepiece is born from a lifelong love of aviation.

Founded by an aviator who spent years navigating the skies, our mission has always been clear: to build watches with purpose, precision, and a tangible connection to the world of flight.

The BETA Series embodies this vision. Each watch is Swiss-made and painstakingly hand-assembled by a small team of master watchmakers in Switzerland, ensuring the highest standards of quality and craftsmanship. What makes it unique is its history, every case contains a real piece of the legendary Boeing 777-300ER.

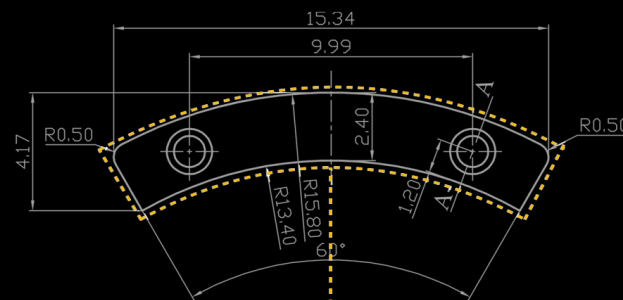
Each watch is individually numbered from 1 to 77 honouring the aircraft's legacy and making your timepiece as rare as the jet it came from.

AIM stands for Aviator Inspired Movement, and we are proud to be the only watch company in the world producing timepieces like this.

Legends should be honoured.

AIRCRAFT INSIDE

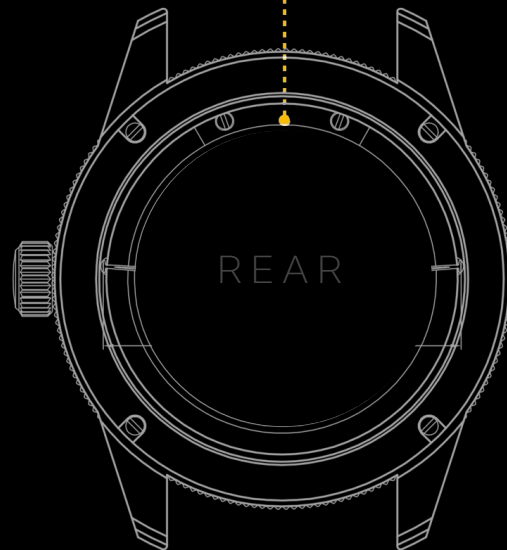
This time piece carries altitude in its DNA, a fragment of the sky itself.



The B777 part used was the up-cycled from the GPS antenna which was removed during maintenance. This GPS antenna was machined into the part seen here.

This material carries the spirit of countless journeys.

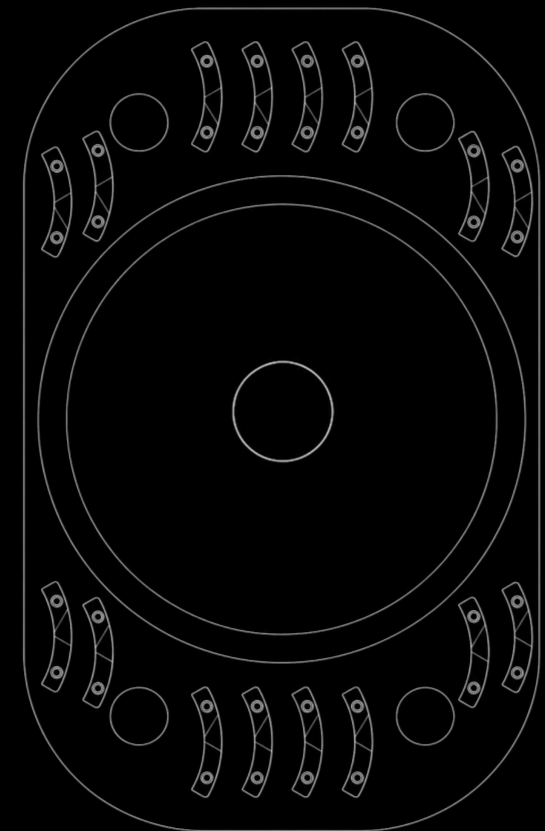
In wearing it, you carry a piece of aviation



The GPS antenna metal is incorporated at the twelve o'clock position of the rear movement holder. As seen in the diagram of the watch rear, to the left.

Each piece is individually numbered from 01-77, making it truly limited edition.

GPS ANTENNA



THE DIAL

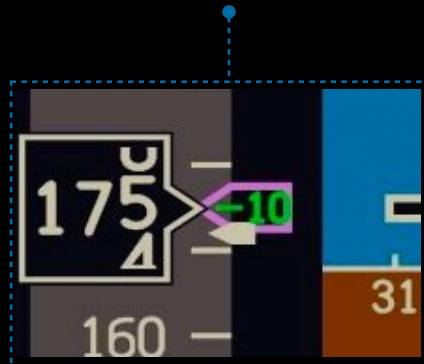
β VII VII VII

The **β** symbol, taken from the Greek alphabet (beta) signifies "the letter B", honouring the first letter of the aircraft it came from.

Beneath it, the numerals VII VII VII represent "B777" aircraft code, identifying the Boeing 777 an aircraft that inspires both the engineering precision and the spirit of this timepiece contained inside.



AIR SPEED INSPIRED



The date window is inspired by the airspeed indicator window of on the PFD of all Boeing aircraft.

A subtle nod to the aviation legend.

THE LEGACY CONTINUES

The B777 earned its place in aviation history through decades of dependable service, connecting millions of people across continents with unmatched reliability.

More than an aircraft, it became an icon of modern aviation, representing innovation, endurance, and the relentless pursuit of excellence.

THE SPIRIT OF UP-CYCLING

When an aircraft reaches the end of its operational life or during routine maintenance, it is carefully dismantled and its components are either recycled, repurposed, or preserved.

Engines, avionics, landing gear and other valuable systems may continue their service on other aircraft, while large sections of the airframe are often broken down and recycled as raw materials.

For the AIM BETA Series, a small section of the GPS antenna was removed during the recurrent maintenance.

The material was then processed in our workshop in Switzerland, and put into individual pieces, prepared by hand, and integrated into each watch movement holder.

Rather than allowing this remarkable aircraft to fade into history, AIM has given a small part of it a new purpose. A mechanical timepiece that can be worn, appreciated and passed on for generations.



STATISTICS

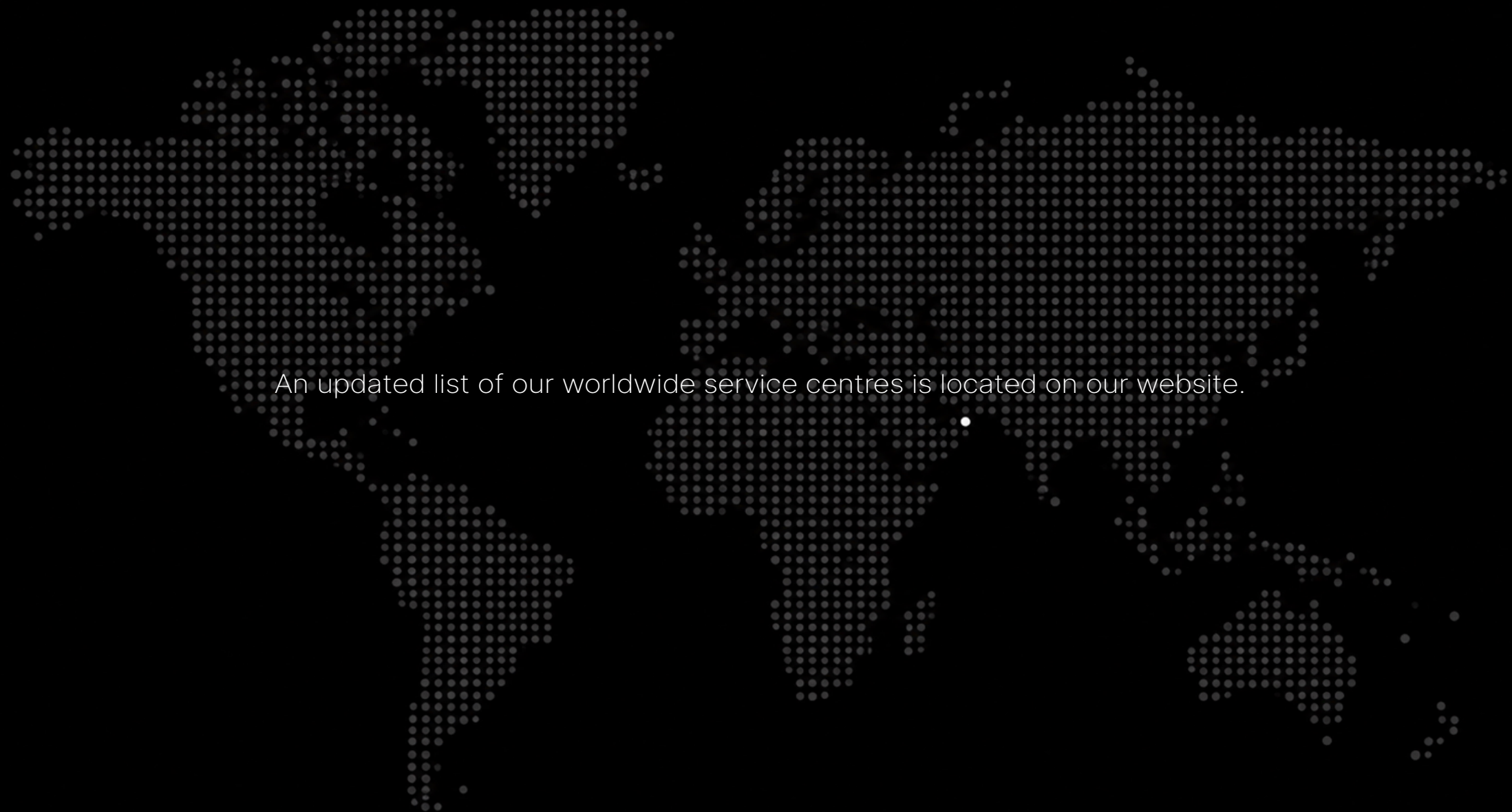
Manufacturer:	The Boeing Company
ICAO ATC code:	B77W
Wingspan:	64.80 meters
Length:	73.86 meters
Range:	14,685 kilometres
Service Ceiling:	43,100 feet
Cruise Speed:	Mach 0.84
Max Speed:	Mach 0.89
Engines:	2 x GE90





BOEING 777-300ER

SERVICE CENTRES

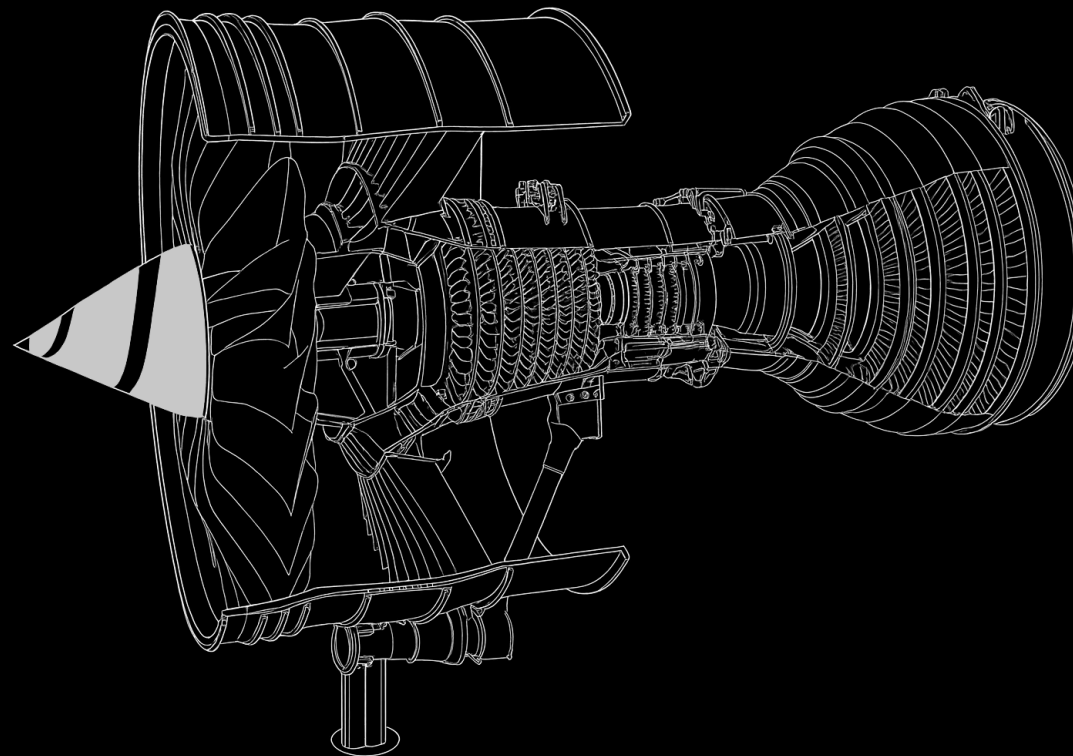


An updated list of our worldwide service centres is located on our website.

POWER PLANT

The Boeing 777-300ER is powered exclusively by the General Electric GE90-115B, the most powerful commercial jet engine ever certified.

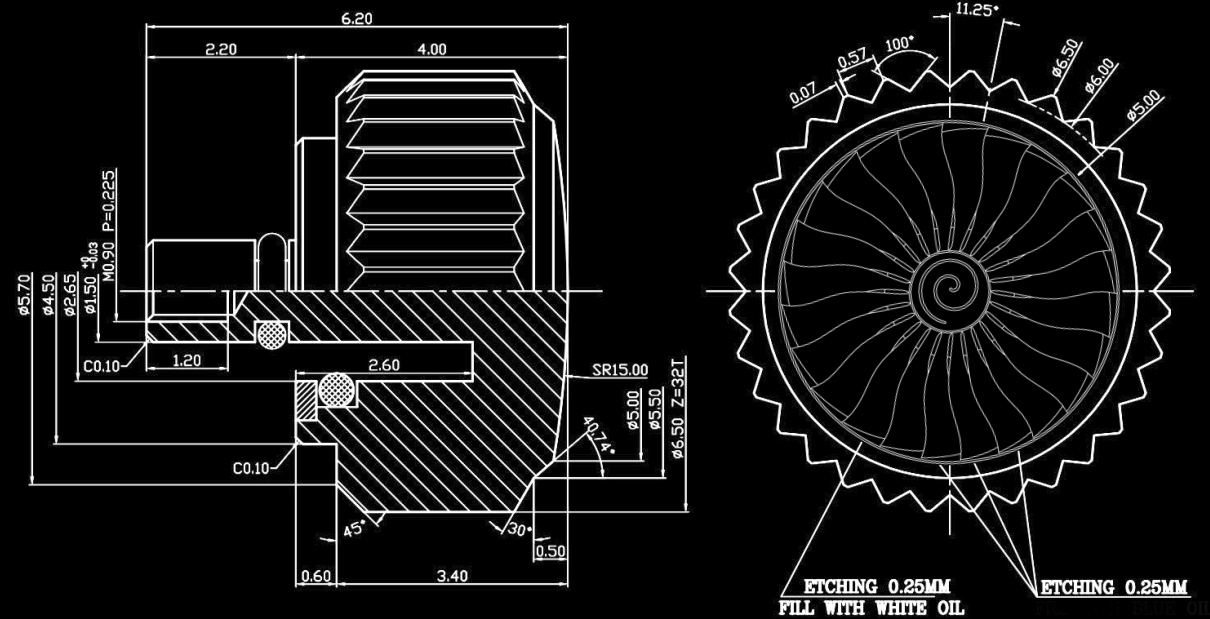
Producing 115,300 pounds of thrust, each engine has a fan diameter of 3.25 metres (128 inches), making it one of the largest aircraft engines ever built.



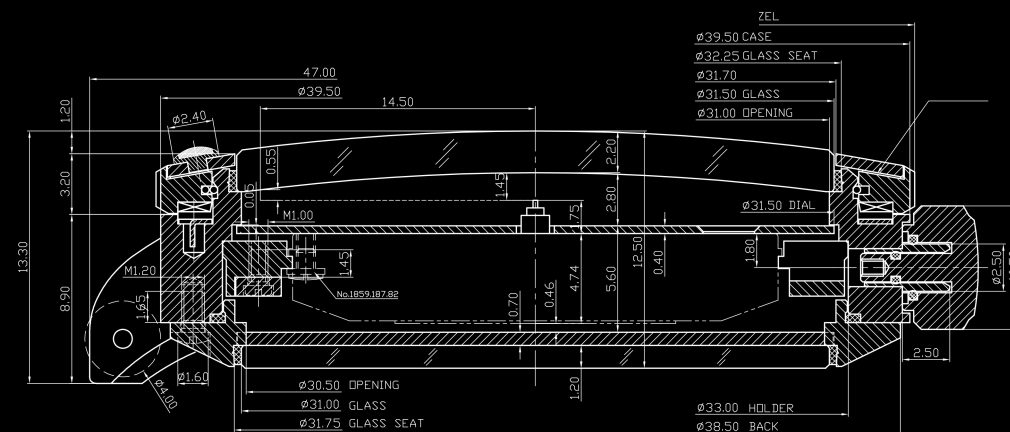
DESIGN INSPIRATION

The crown of your AIM watch is inspired by the engines on the B777.

The detail on the crown has been done by micro etching, which allows massive detail on an extremely small scale.



DESIGN PROCESS



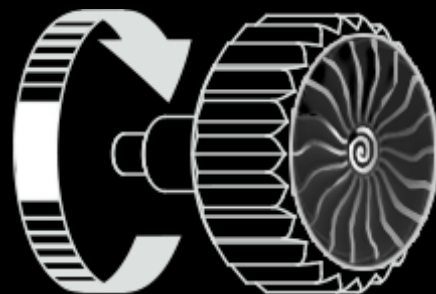
WEARING THE WATCH FOR THE FIRST TIME

Before being worn for the first time, or it has stopped, we encourage you to wind it manually in order to function correctly.

To wind the watch manually, slowly rotate the crown a minimum of 20-30 turns for partial winding, in a clockwise direction (in position 0 as seen on the next page).

Once the watch is wound, it will then operate automatically when worn on the wrist. It is advisable to avoid aggressively or excessively hand-winding your watch.

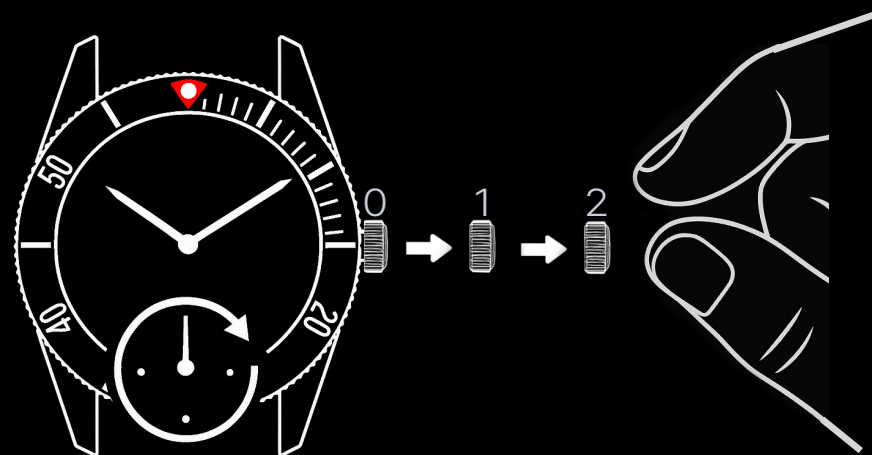
To avoid mechanical stress do not overwind the watch, or wind the watch after it has been worn.



THE CROWN and SETTING TIME

The crown positions allow the user to use three simple functions.

- | | |
|-------------|--|
| Position 0: | Fully secure water tight + Manual Wind |
| Position 1: | For date setting |
| Position 2: | Time setting |



To set the time, pull the crown all the way out to Position 2 and turn to set the hands to the desired time. Carefully push the crown fully back into its seated position when done.

H 2 O

The BETA series is rated for 10 ATM - 100 meters depth.

A watch's water resistance cannot be permanently guaranteed. It may be affected by the ageing of gaskets or by an accidental shock to one of the components assuring the water resistance such as crown, pushers and crystal.

Always make sure that the crown is safely pushed ie, do not press or pull the crown under water, and avoid taking showers with your watch (thermal shocks, soaps, steam and pressured water are not recommended).

Avoid using the watch while swimming in seawater. Saltwater can destroy the real leather strap, gaskets and insulation of glass, casement and crown.

You should check the functionality of the gasket twice a year.

PRECAUTIONS



Exposing your watch to chemicals like soap, detergents, cosmetics and perfumes can damage your watch case or strap.

Wait until creams or perfume dry completely on your skin before wearing your watch.

Also prolonged exposure to direct sunlight can cause fading on the watch, so avoid lengthy contact with sunshine.

Magnetism can cause the spirals of the hairspring of your watch to magnetise together, shortening the spring, thus causing inaccuracy of time measurement.

We recommend to not keep your watch close to any magnets (television, speakers, tablets, etc.) to prevent magnetism interference.

PRECAUTIONS CONTINUED

Your AIM watch contains a finely engineered Swiss mechanical movement with hundreds of precision components working together to keep accurate time.

While designed for everyday wear, mechanical watches are sensitive to repeated shocks and high-impact activities.

We recommend removing your watch before participating in sports or activities that subject the watch to sudden impacts, vibrations, or repetitive force.

Activities such as golf, tennis, mountain biking, motocross, racket sports, contact sports, and similar high-impact pursuits may adversely affect the movement and can lead to reduced accuracy or damage over time.

Damage resulting from misuse, abuse, or exposure to excessive shock may not be covered under the AIM warranty.

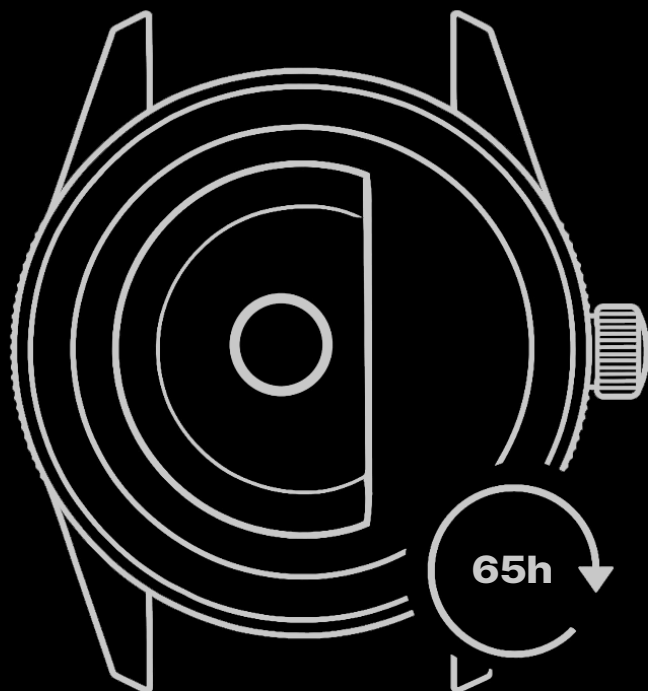
When in doubt, remove your watch before the activity and wear it again afterwards.



CALIBRE INSIDE

Inside is an automatic Sellita Swiss movement (SW200-2 Power+), and operates at 28,800 vibrations per hour at 4Hz, meaning smooth, reliable accuracy.

With 26 synthetic ruby jewels and manual winding, it's built for precision, longevity, and control.



The BETA Series is equipped with a newer version 65 hour power reserve, allowing the watch to maintain precise timekeeping even during periods of rest or reduced wrist movement.

Energy is stored efficiently and released gradually, keeping your timepiece ready when you are.

Whether you're flying, resting, or in between journeys, your AIM watch keeps ticking.

TWO YEAR LIMITED WARRANTY

Your AIM watch is covered by our comprehensive Limited Warranty, which protects against manufacturing defects for two years from the date of purchase.

This warranty does not cover normal wear and tear, water damage beyond the rated resistance, or damage caused by misuse or unauthorised repairs.

Full warranty terms, including details on exclusions and how to make a claim, are always available on our website. We encourage you to review them carefully to understand your rights and responsibilities.

Scan the QR code on your warranty card or visit:

<https://www.aimwatches.com/warranty>



THANK YOU

Thank you for selecting a watch that carries such a unique story.
Your AIM watch is more than a timekeeper, it's a connection to aviation history and a symbol of
your own journey.

To be handed down to the next generation.
Because our watches are assembled in limited numbers and by hand, each one is as unique as its
owner.

We hope it will accompany you on adventures of your own, and mark life's most important
moments with the same precision and reliability it was born with.

A sincere thank you for joining us on this journey,

The AIM Watch Company



CONTACT



AVIATOR INSPIRED MOVEMENT

If you have any questions, our team is here to help.

Full T&C policies are available on our website. Along with information about aftercare and warranty details.

Website: www.aimwatches.com

Email: info@aimwatches.com

Social: [@aim.watches](https://www.instagram.com/aim.watches)

