



## **“Insights HD” Documentary to Profile Westime**

*TV program will air the week of May 24, 2010 on Public Television stations*

**Beverly Hills, Calif.** – May 20, 2010 – Westime is the subject of a TV documentary airing on Public Television stations throughout the U.S., as well as local stations in 136 countries via Voice of America. The program is part of the “Insights HD” series of educational documentaries, hosted by Hugh Downs. The Westime episode will air the week of May 24, 2010. Specific air dates and times will vary by station.

“Complicated, mechanical watches represent centuries of history plus the very latest advances in engineering, design and artistry,” says Greg Simonian, president of Westime. “Westime is proud to take part in a documentary that shows a whole new audience what makes these very special timepieces tick.”

The Westime documentary presents an overview of mechanical watches, and the place that both traditional watch brands and independent watchmakers occupy in today’s global watch industry. It includes interviews with Westime President Greg Simonian, Greubel Forsey Co-Founder Stephen Forsey and timepiece collector Youriy Iliev, and showcases Westime’s two locations in Los Angeles and Beverly Hills.

The Insights HD series of documentaries is dedicated to informing and educating viewers about the causes, services and issues that most affect them. Previous episodes have focused on such diverse topics as autism awareness, Bentley Motors, “Green” buildings, and JP Morgan Chase.

### **About Westime:**

For more than two decades, Westime has distinguished itself as the ultimate retail destination specializing in extraordinary watches. Its two boutiques display the collections of more than 50 Swiss watch brands that represent the best of traditional watchmaking as well as the new guard in haute horlogerie. Westime is frequently cited as one of a dozen multi-brand retailers in the world that influences trends in the watchmaking industry. For more information, visit [www.westime.com](http://www.westime.com), call (310) 470-1388, or email [info@westime.com](mailto:info@westime.com).

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