

Media Conference

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CityName, State, Country

Time CodeTest

Audio Testing

>> MATT FARAH: Hey, everyone,

welcome to the "Watch and Listen

Podcast". It's a podcast all

about watches with myself, Matt

Farrah, and your host Cameron

Weiss. This episode of the

"Watch and Listen Podcast" is

brought to you by Crown &

Caliber. Crown & Caliber is the

official luxury watch retailer

of the "Watch and Listen

Podcast". They stock every brand

you can think of from Rolex and

Omega to Patek Philippe,

Audemars Piguet, Vacheron,

Blancpain, and even some very

odd balls from companies that

don't exist anymore. They've got

aggressive prices. They have

fair trade-in values. Yes, I

said trade-in. You can trade

your watch in to Crown & Caliber

for an upgrade, or if you

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wanted, a downgrade. You can

trade your watch in for cash if

you want, and that is very nice.

They work by mail as well. So if

you're not in the state of

Georgia, there could be some

benefits for you for buying a

watch from Crown & Caliber. Code

Matt 150, M-a-t-t 150, will get

you \$150 off anything you buy at

Crown & Caliber. It's one-time

use per person, so you can't use

it over and over. However, we

know from the trackings that a

few people have actually bought

watches using that code, and I

hope you are happy with them.

Additionally, at the end of this

podcast, it is watch madness

over at Crown & Caliber. We've

got a bracket going. Who will

have the top spot in watches?

And you guys can play along at

home and win some baller ass

... when all is said, we're done.®



prizes from Crown & Caliber. I'm talking about you can win straps, gift certificates, service, and even Swiss watches. I don't know what brands or models they are giving away, but they will be giving away some watches. Check it out at crownandcaliber.com. And at the end of this podcast, Cameron and I are going to go through our watch madness brackets. It will be done by voting, I believe. Check it all out at crownandcaliber.com, get your bracket filled out, play against us and win some prizes. This episode of "Watch and Listen" is also brought to you by Beeline Coffee. I'm drinking it right now. It's delicious. From light roast with a light body to dark roast to espresso roast. If you're into cars -- if you're not into cars but you're into watches -- and you love a good, delicious sip of Java, Beeline

Coffee has you covered. Cameron Weiss has a roast. I have a roast. And the reason that we work with them, we run on coffee basically. Cameron's putting watches together all day. I'm doing e-mails, driving all over the world. The two of us run on coffee, and Beeline Coffee keeps us going. It's delicious. Code Chrono, C-h-r-o-n-o, Chrono, will get you 15% off your entire order at [Beeline Coffee.com](http://BeelineCoffee.com), no matter how big or small. You can get one bag. You can get ten bags, or you can get a subscription plan for Beeline Coffee, and I'll give you 15% off your entire order if you use code Chrono. Also, if you listen to the other podcast, code TST works as well. And now on this episode of "Watch and Listen", Cameron and I are going to go through what we call the family tree of watches. Pretty much all major watch manufacturers are related by a few different



parent companies and suppliers,
and we're going to take you
through that family tree right
about now.

>> [Music]

>> MATT FARAH: Hello, everyone.

It's "Watch and Listen." What's
happening? Matt Farrah here
yapping at you from the
starboard side of the ship with
my boy Cameron Weiss. What's
happening, brother?

>> CAMERON WEISS: It's just --
I'm kind of in awe by all of
these watches right now.

>> MATT FARAH: Cameron's got an
orgy of watches in front of him.

>> CAMERON WEISS: Yeah.

>> Right now, which Crown &
Caliber has sent over for the
purposes of this demonstration.
We haven't recorded an episode
in a couple weeks. I went on
vacation, and as it turns out,
the Rolex GMT-Master makes a
good snorkeling watch in the
Galapagos.

>> CAMERON WEISS: I was going to
ask what you were wearing.

>> MATT FARAH: I wore the
GMT-Master, and I felt pretty
silly because everyone was
hyperpractical. Hyperpractical,
like a lot of Casio digitals.
Everyone was like South America,
hide your bling, you know.
Although actually my dad wore a
watch that for our Cheap Watches
Too, whenever we do our Cheap
Watches Too, my dad got a
Luminox, which I think is a good
functional quartz. It's a Navy
S.E.A.L. watch.

>> CAMERON WEISS: Perfect for
the dad look.

>> MATT FARAH: Really bright,
bright lume paint. We actually
have a little bit of
housekeeping before we get into
this episode, the family tree of
watches. You went to the hodinky
L.A. meetup. How was it?

>> CAMERON WEISS: It was great.
I had a lot of fun actually. It
was the rooftop of the Ace

 . . . when all is said, we're done.®

Hotel.

>> MATT FARAH: Which is a good spot.

>> CAMERON WEISS: It's a great spot.

>> MATT FARAH: That's cool.

Here's the thing. I used to go into car shows, right? And you can go into car shows and look at someone's car, and then they like notice that you're looking at their car, but with watches, it's kind of creepy to be staring at dude's hands, right?

>> CAMERON WEISS: You know what, though, when you go to a watch event --

>> MATT FARAH: That's expected.

>> CAMERON WEISS: That's expected, and you kind of -- when you first get there, you're a little kind of freaked out by it, looking around kind of peering at everybody's wrists.

>> MATT FARAH: Eyes down, everybody.

>> CAMERON WEISS: But then you

realize everybody's doing that, and people are just taking off their watches. You, of course, have those people who have two watches on, three watches on.

>> MATT FARAH: Did someone have a three?

>> CAMERON WEISS: Or watches in every pocket, things like that, yeah.

>> MATT FARAH: Because that's the thing. You can only bring one car to the show, but in theory, you could roll strapped with a few different watches.

>> CAMERON WEISS: Yeah, I prefer to do one timepiece and then leave the rest to people's imagination, and you can bring something out at a different time.

>> MATT FARAH: People's imagination (laughter).

>> CAMERON WEISS: What does that guy have at home. If there's something on his wrist, there must be something cool at home.