

The Journey of a Dream
Made Into a Watch



The Journey of a Dream
Made Into a Watch.

The Story of OX® and the
Birth of the FROG300 GMT





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OX® 图书附录

OX® CREATOR AND FOUNDER JOSEPH BOLART RETURNING TO SHZ PRODUCTION FACILITIES. HE SPENT ALMOST 9 MONTHS IN 2024 IN SHENZHEN

Prologue

Not all watches are born in factories. Some are born from an inner need, an idea that won't let you sleep.

This book isn't the story of a company in the traditional sense. It's the story of an obsession transformed into a tool. A path taken without shortcuts or permission, and a watch that represents something more than time.

My name is Joseph Bolart. For years I was a collector, knowledge sharer, and lover of watchmaking. But at some point, simply looking and owning wasn't enough — the urge to create was born. This book follows that journey, from the first sketches by the sea to the delivery of the first FROG300 GMT units. It's also a thank-you: to those who believed, to those who wear it, and most of all, to those who don't yet know they will.



Chapter 1

Where Dreams Begin

ON THE BEACH, YOU'LL ALWAYS FIND JOSEPH IN THE WATER.



IN CABO DE GATA, ANDALUSIA, AUGUST 2021

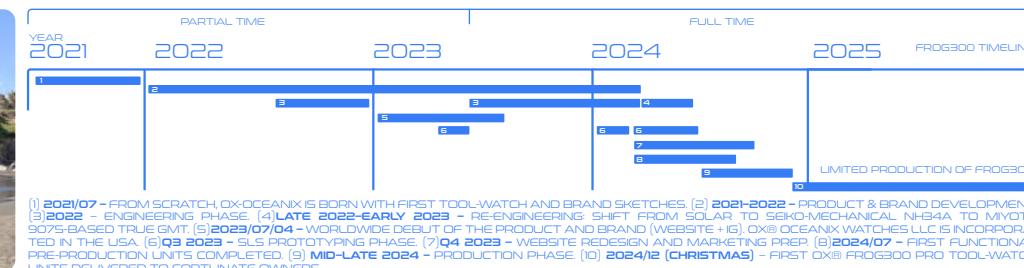
It wasn't in a garage, as so many stories begin, but at a beach "chiringuito" facing the wild, beautiful Cabo de Gata on the Andalusian coast during the summer of 2021, that an idea was born.

A vision. To design a watch that was different, useful, and honest. Not a luxury piece meant for display cases, but a true tool made to accompany real people in real adventures, no matter how tough.

There, with the sound of crashing waves, the first sketches of what would become OX®'s first model were drawn: the FROG300. A watch not meant to impress with price, but with purpose.



PROMOTIONAL IMAGE FROM THE FIRST WEBSITE LAUNCHED IN JULY 2023



TALKING ABOUT WATCHES FROM THE WEBSITE "RELOJES MADE IN JAPAN," SPECIALIZED IN JAPANESE TIMEPIECES, AND FROM THE YOUTUBE CHANNEL LATER RENAMED "WATCHWONDERS".



Chapter 2

A Legacy of Time

Joseph Bolart isn't a big, well-known name in traditional international haute horlogerie, but his connection to watches runs deep. It was his grandfather Juan who, when Joseph was just 8 or 9 years old, awakened in him the magic of ticking seconds, the ritual of winding, and the art of small machines, from red-digit Omega digitals to brands like Seiko or Tissot.

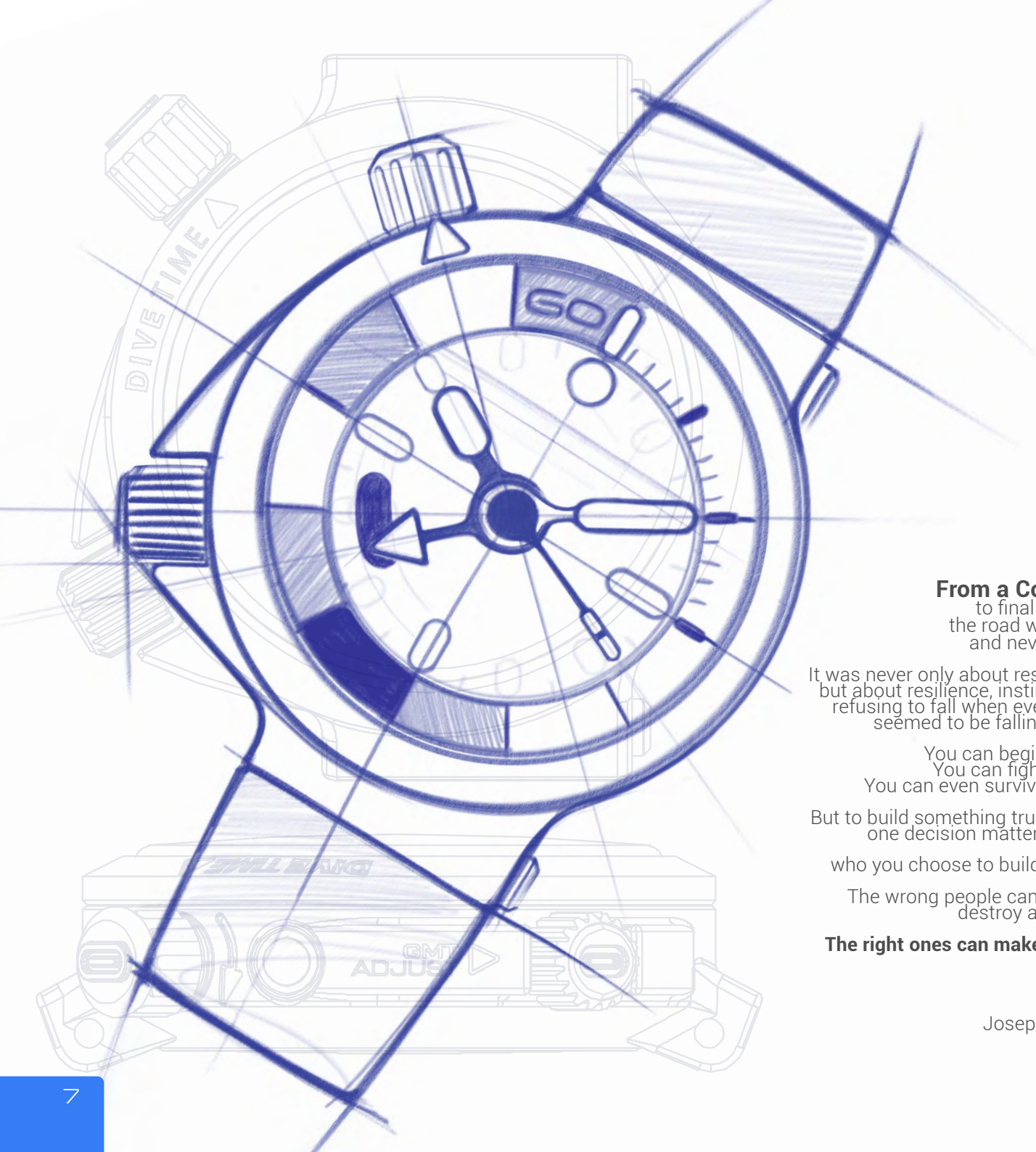
While his name might not resonate in Swiss watchmaking circles, he became a respected voice in Japanese watch culture for Spanish-speaking enthusiasts and collectors — at a time when very few existed. Through his website Relojes Made in Japan, he left behind a legacy of nearly 400 high-quality articles, turning the site into something of a cult destination among true enthusiasts.

That passion grew over time. Joseph became a meticulous collector, a NAUI-certified dive instructor, and a defender of form and function. He never found a watch that felt 100% perfect. Something was always off. Still, he was fortunate to own many "almost perfect" watches, pieces that accompanied him, taught him, and revealed the limits of what already existed.

He shared knowledge, championed utility over show, and wasn't afraid to call out the emptiness of certain trends. But that wasn't enough. He wanted to create.



LITTLE MOMENTS FROM THE LIFE OF JOSEPH BOLART CORTÁZAR: WITH HIS GRANDPA JUAN IN LLORET DE MAR. OUT DIVING. SHOWING PART OF HIS 180-WATCH COLLECTION — ONLY THE G-SHOCK FROGMAN MODELS. SPANISH NEWS SITE 'RELOJES MADE IN JAPAN', STILL SOUGHT AFTER AND ALMOST A CULT DESTINATION FOR MANY YEARS (NO LONGER EXISTS). COMPARING TWO SEIKO TUNAS IN A WATCHWONDERS VIDEO REVIEW. SHARING KNOWLEDGE AND OPINIONS



From a Concept
to final Design,
the road was long
and never easy.

It was never only about resources,
but about resilience, instinct, and
refusing to fall when everything
seemed to be falling apart.

You can begin alone.
You can fight alone.
You can even survive alone.

But to build something truly great,
one decision matters most:

who you choose to build it with.

The wrong people can almost
destroy a dream.

The right ones can make it real.

Joseph Bolart

FROG300 GMT

DIVING + ALL-TERRAIN
ADVENTURE
COMBINED FOR PROS



Chapter 3

No Net. No Permission. No Brakes.

Between 2021 and 2023, driven by clear determination and without waiting for perfect conditions, Joseph decided to move forward for real. With a background in engineering, product design, marketing, and professional diving, he launched the project with no safety net. No funding, no partners, no structure — just a MacBook Air and a clear goal.

He designed every aspect of the watch: the case architecture, anthropometric ergonomics, crown positioning, lume system, user experience, and even an entirely new clasp. He also defined the brand's voice, built the website, created the graphics, and named what we now know as OX®, originally called Oceanix and later shortened based on feedback from Ariel Adams of aBlogtoWatch.

And he didn't stop at one design. **He sketched three.**

The first was the FROG300 GMT, designed as a challenging yet feasible introduction. The other two, still in development, were born with exponential complexity as part of a long-term vision to create a complete range of wrist tool-watches combining mechanical precision with real-world functionality.

He built a brand.

Alone.

From scratch.



FROG
SCUBA WATCHES

BRAND CURIOSITY

The initial brand name chosen wasn't OCEANIX — nor the final OX® — but simply FROG. However, it turned out that the name was already registered and being used to sell all kinds of watches. Joseph reached out to negotiate a purchase, but never received a reply. Today, FRÖG Watches (Niza class 14) no longer exists.

(MODEL 1)
SUB200

MEASURES
BARREL TO CASE / 44.3 MM LUG TO LUG / 20MM SLICONE STRAP OR NATA STRAP

DETAILS
CASE: 100% TITANIUM, D.C. "SURROUND" COATED / UNIDIRECTIONAL, ROTATING BEZEL / 100% SLICK / 20MM SAPPHIRE GLASS / 20MM (30BAR) ISO 6422, 1995 CERTIFIED

HEARTH
SOLAR MECHANISM WITH 6 MONTHS POWER RESERVE AND FOUR JEWELS 21.5. 300 MONTH UNADJUSTED

SPECIAL FEATURES
PEARL DIAL, LUMINOUS BINCROVATIVE INTERNAL UNIDIRECTIONAL BEZEL, SAFETY UNIPIN SYSTEM, 10 YEARS WARRANTY FOR MOVEMENT, 100% RESISTANCE GUARANTEED FOR 10 YEARS SPECIAL EDITION BORN FROM IDEAS

©2021 AND PROTECTED BY PATENT. ALL RIGHTS RESERVED. ONLY WARRANTY FOR 10 YEARS. THE FINAL DESIGN MAY BE DIFFERENT FROM THE ONE REPRESENTED.

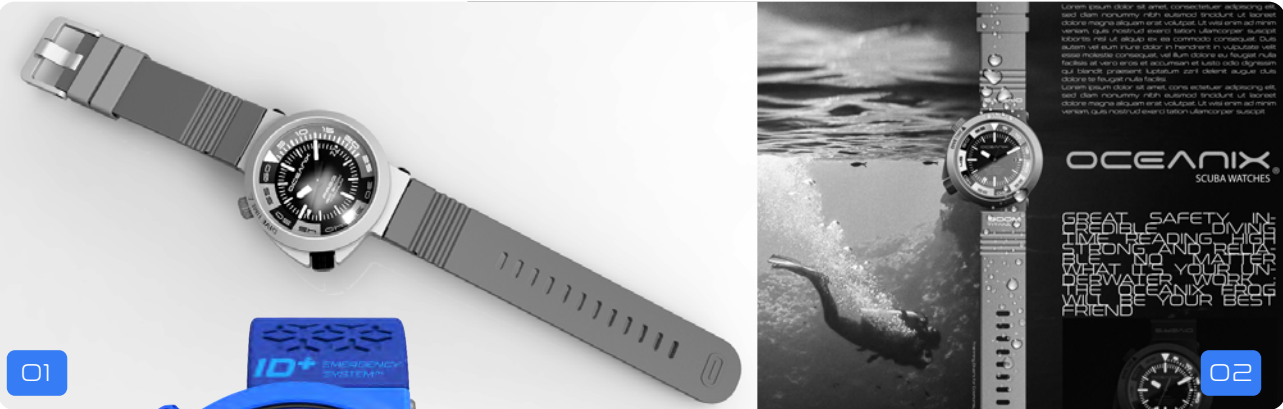


PREVIOUS PAGE, IN YELLOW: THE ORIGINAL FROG300 DESIGN AND 2D VECTOR LAYOUT FROM 2021, BACK WHEN IT WAS STILL WR200M.

Chapter 4

The Watch That Didn't Exist

The FROG300 GMT wasn't made to follow trends. It was made to fulfill a need: to create a tool that blends mechanical tradition with functional innovation – no gimmicks.



EARLY DESIGNS

- 01 SOLAR-POWERED WITH A TRADITIONAL DIVER'S STRAP, USING DIFFERENT HOUR HANDS FROM THE FINAL VERSION.
- 02 STILL CARRYING OCEANIX AS THE MAIN BRAND NAME, USING SOLAR-POWERED MOVEMENT.
- 03 SPECIAL BLUE CERAMIC CASE VERSION (EARLY 2023), USING NEAR-FINAL HANDS, BUT SOLAR-POWERED MOVEMENT TOO.

CURIOSITIES. NOBODY'S PERFECT¹

The first 2D and 3D sketches were based on an Epson® **solar movement** VS42A. The advantage was low maintenance, with a power cell offering a lifespan of 10–12 years and excellent timekeeping accuracy thanks to quartz. But... it lacked the magic of a mechanical caliber. For that reason, and to give the watch greater value, Joseph decided to switch to a mechanical movement – also because, at that stage of development, a true dual-time function was clearly a functional advantage that would set the FROG300 apart. From the TMI® (Seiko Group) NH34A, the project finally moved to a Miyota® premium 9075 **True GMT mechanical movement** – a decision made through a popular vote among those who had already pre-ordered the watch. This led to an entirely new case development, and delayed delivery of the timepieces a few months.



EPSON VS42A



TMI NH34A



MIYOTA 9075M

¹ AS JACK LEMMON SAYS AT THE END OF **SOME LIKE IT HOT**, THE BLACK-AND-WHITE CLASSIC WITH MARILYN MONROE and TONY CURTIS.



EARLY 2D SKETCH, AFTER DECIDING TO SWITCH FROM A SOLAR-POWERED MOVEMENT TO A MECHANICAL GMT – AROUND SEPTEMBER 2023.

Chapter 5

Unexpected Allies

For months, Joseph worked in silence. Many declined to invest. Some ignored the project entirely. Others, even respected names in the industry, decided to wait and see how far he'd get on his own.

So Joseph packed his bags with nothing but his project, a suitcase, and the determination to make it real. Backed by his partner Raquel, his parents and what little money he had, he left for China to "build his watch."

He chose Shenzhen, not by chance, but because he already knew the watch market and understood the realities of production there. Its strong ties to Japanese horology and its ecosystem of high-level suppliers made it the only viable option. Switzerland, with its unreachable costs, simply wasn't.

Throughout 2022-2023, Joseph contacted numerous potential manufacturers in China. He hit dead ends, faced vague promises, and got no guarantees. But everything changed after attending the HKTDC Watch & Clock Fair in Hong Kong in September 2023. There, he made a choice: a factory in Guangdong would be the one to produce the FROG300.

He arrived in February 2024, full of hope, but things quickly went south. In May, after a serious setback with that factory, where he lost not only his limited savings but also precious time, Joseph was left nearly empty-handed. Projected delivery deadlines were in jeopardy, and the dream was hanging by a thread.

It wasn't a matter of language, the main barrier in Shenzhen, because Joseph had hired a trilingual translator to ensure full confidence in his conversations and negotiations with Ken and his team. It's worth noting that, in general and with few exceptions, business owners, probably due to tradition and/or politics, do not speak English, relying instead on highly trusted people within their closest business circle to handle this role: usually young, exceptionally well-prepared Chinese professionals.

The translator Joseph hired would later become especially important when Joseph faced visa¹ issues. He became his "super-translator!" and friend because, outside of business and simply out of hospitality, he helped him resolve the problem he was facing with the Chinese immigration authorities.



¹ CHINA'S LAWS AND REGULATIONS REGARDING VISAS AND UNAUTHORIZED STAYS ARE EXTREMELY STRICT. YARCK FIRST HELPED ME DEAL WITH A TECHNICAL ISSUE INVOLVING THE LOCAL AUTHORITIES – OUT OF GOODWILL, NOT FOR PROFIT. LATER (2024 AND 2025), SKY-MA ALSO HELPED ME TWICE WITH VISA-RELATED MATTERS, ONE OF THEM IN A PARTICULARLY SERIOUS SITUATION. BOTH DID FAR MORE THAN BUSINESS REQUIRED.



OX® FOUNDER JOSEPH BOLART DEPARTS FROM THE SHENZHEN PRODUCTION CENTER IN DECEMBER 25, 2024, AFTER SHIPPING THE FIRST FROG300 GMT UNITS TO THEIR PROUD OWNERS.

Continue
reading
Chapter 5



Chapter 5

Unexpected Allies

But fate had one more twist. Accompanied by Yarck the super-translator, Joseph visited a new company in Shenzhen. They were the company that hadn't had a stand at the Hong Kong Fair, but with whom Joseph had held long conversations with Sky-Ma and had even signed the required NDA back in June 2023.

Unlike others, they didn't judge him by appearance or credentials. They listened. They believed. And they offered help.

It was a moment of deep uncertainty. He had no funds left to finance new prototypes. Asking a Chinese manufacturer to believe in a foreigner's idea, on faith alone, was nearly impossible. But they did. Xionghui Huang (Eric) and Sky-Ma believed in Joseph's project — and they funded the samples.

Then, during the prototype phase, the improbable happened: the manufacturer saw the vision, understood it, and decided to support it, offering a strategic partnership. From that point on, everything changed. The pieces fell into place. The watch Joseph had envisioned began to take real form under the wing of an excellent and experienced watch manufacturer.



FIRST FULL TITANIUM SAMPLE 08/2024



AT "SHENZHEN SPEED" — THE FUNCTIONAL SAMPLES BEGAN PRODUCTION IN MAY. EVERYTHING NEEDED TO BUILD THE FIRST 16 FROG300 PROTOTYPES. FROM ZERO TO 100, IN AN INTENSIVE EFFORT FILLED WITH ALL HOPES SET ON THE IMMEDIATE FUTURE. THE SAMPLES WERE DELIVERED IN AUGUST 2024, AND FROM THERE, PRODUCTION BEGAN IMMEDIATELY — REDESIGNING THE FKM STRAP WITH A NEW DESIGN AND NEW MOLDS TO ELIMINATE ANY GAP BETWEEN THE CASE AND THE END OF THE STRAP. THE COSMOBAND® STRAPS ALSO DIDN'T MAKE THE CUT, BUT THAT'S WATER UNDER THE BRIDGE NOW.



JOSEPH BOLART AND XIONGHUI HUANG (ERIC) DURING ONE OF THEIR ALMOST-DAILY BREAKFASTS IN SHENZHEN, JUST STEPS AWAY FROM THE PRODUCTION FACILITIES.

Chapter 6

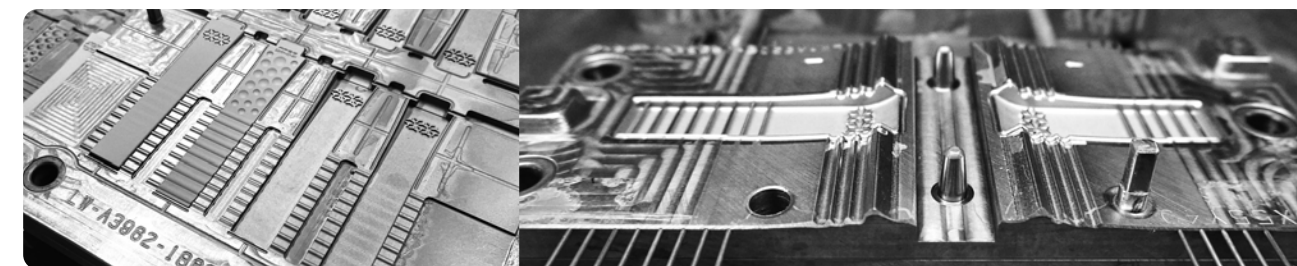
From functional samples to production

His first creation — his first watch, named the FROG300 — didn't use a single screw or O-ring from the traditional watchmaking supply chain. Aside from the final choice of movement — a modified MIYOTA 9075 — everything had to be made from scratch. Designed, engineered, and built entirely new. Joseph arrived with all the technical drawings, 3D parts, and color references under his arm. And only one loyal ally could help make it happen: his Chinese partner, Eric.

This isn't a textbook. It's not a school. These are just small, honest notes on how to build something that doesn't exist, how to assemble it, deliver it, and make the people who receive it, whether seasoned collectors or passionate enthusiasts, feel honored and proud to own something truly new, different, and unique.

And that's exactly what happened.

Even respected voices in the watch industry, known for spotting trends before they happen, have been genuinely surprised when holding the FROG300. A watch born from humility, yet built upon a solid foundation of knowledge, engineering, and true horological passion, the very essence of Joseph ever since his youth, as we shared in an earlier chapter.



IN ORDER TO ELIMINATE A SIGNIFICANT GAP BETWEEN THE CASE AND THE END OF THE HIGH-DENSITY FKM STRAP, IT WAS REDESIGNED WITH A CURVE AND AN INSERT.

So now, let's take a quick behind-the-scenes glance at what it meant to create those first 16 functional samples and, ultimately, to bring the first 1,000 units of the OX® FROG300 GMT into production.





OX® SHZ PRODUCTION CENTER

THE HEART AND THE CASE OF THE WATCH

As many watch enthusiasts and connoisseurs know, a timepiece is built around two essential components: the case and the movement. The “Microbrand” label often refers to brands that rely on standard, off-the-shelf movements made by third parties. In contrast, the most renowned watch manufacturers earn their status by creating their own calibers.

There are always exceptions, small brands that succeed precisely because they focus on one of those key elements: developing or significantly modifying a mechanical movement. Joseph's project isn't born from that kind of exception but rather from creating an entire watch from scratch, with no proximity to traditional watchmaking.



At OX®, after three watch movement evolutions, it all started with the idea of using a solar-powered module, then changing to a GMT, and finally to a true Jumping Hour GMT. The decision was then made to partner with MIYOTA® for the movement. This allowed the full weight of the engineering challenge to be placed on developing a really compact and eccentric case capable of withstanding more than 300 meters of water resistance. And not only that, but also the functional underwater Dive Time crown, as well as the clasp and the straps.

The FROG300 case is machined from Grade 3i Titanium. Representative samples are pressure-tested up to 40 BAR, while every complete watch is individually tested to 30 BAR / 300 m.



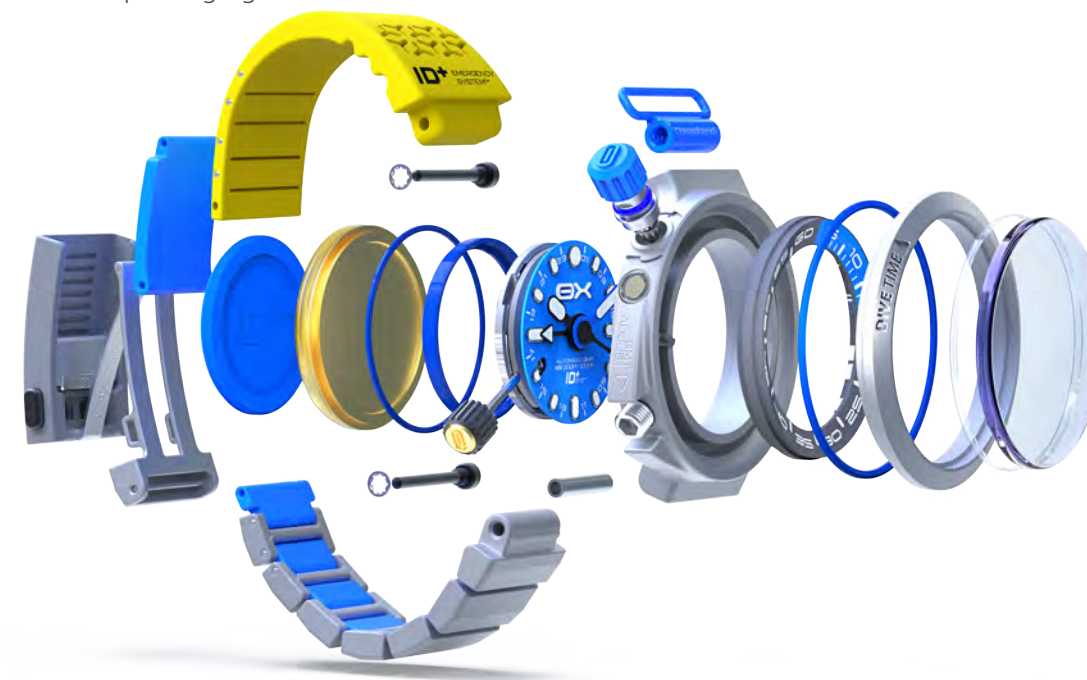
THE OX® FROG300 CASE BEGINS AS A GRADE 3 TITANIUM CASTING. AFTER CRYSTAL-COMPRESSION HARDENING, IT UNDERGOES PRECISION CNC MACHINING—JUST LIKE THE OUTER BEZEL AND CASEBACK. CREATING THE CASE REQUIRES 19 SEPARATE MACHINING OPERATIONS, FOLLOWED, IN THIS ORDER, BY MANUAL POLISHING, SANDBLASTING, AND A FINAL HARDENING TREATMENT.



OX® SHZ ASSEMBLING AREA

ASSEMBLING THE FROG300

One by one, a hand-picked technical team assembles each FROG300 at the SHZ Production Center. This entirely new facility was inaugurated with the assembly of the very first OX® watch, and it houses everything required for finishing and quality testing. In a surgically controlled environment, there's no need to change rooms. The entire process flows seamlessly right up to the moment the tool-watches are placed in their packaging.



PRODUCTION AND MANUFACTURING OF THE FIRST 1,000 UNITS BEGAN IN SEPTEMBER 2024. A NEW CHALLENGE THAT EVERYONE OVERCAME WITH FLYING COLORS: AT THAT MOMENT, THE TENSION ACROSS THE ENTIRE TEAM WAS AT ITS PEAK — AND JUST AS HIGH CAME THE SATISFACTION OF A JOB WELL DONE, DELIVERING THE WATCHES TO THEIR OWNERS JUST AS PROMISED: BEFORE CHRISTMAS



OX® TEAM [LEFT TO RIGHT. JOSEPH BOLART, XIONGHUI HUANG - ERIC, SKY-MA]

JULY 30, 2024.

The day the first functional samples of the OX® FROG300 GMT came to life.

For OX® founder and designer Joseph Bolart, this moment marked far more than the completion of a watch. It was the result of a zero-to-hero journey alongside Xionghui Huang (Eric) and Sky-Ma, a Shenzhen-based team with 22 years of watchmaking experience and the determination to take on a challenge that was anything but ordinary.

Together, they developed the first watch in the history of OX® Oceanix Watches.

Not just a picture.

A landmark.
A memory.
Proof that the impossible is often only a word.

Chapter 7

The Mission of the FROG300

When It All Began, when the decision to embark on this adventure became real, Joseph knew one thing clearly: it had to be a go-anywhere, do-anything watch. His lifelong passion for the sea and underwater activities made the direction almost inevitable. It had to be a diver's watch.

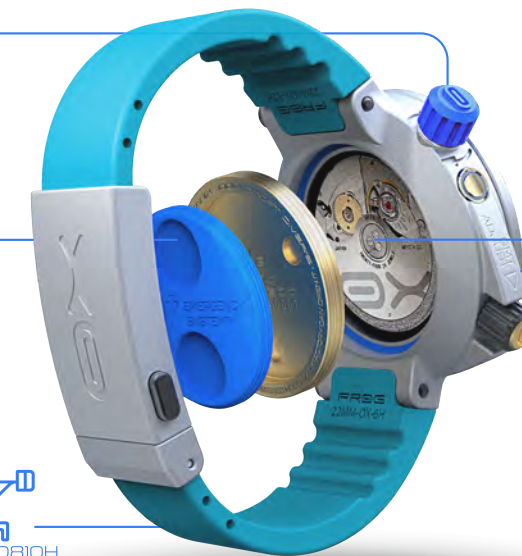
But not just any diver. With a deep understanding of the history and icons within this very specific segment of watchmaking, Joseph chose to take a risk and go far beyond the easy, comfortable path. It would have been far simpler to follow the rise of smartwatches. Instead, he chose a traditional mechanical foundation, enhanced by small but meaningful innovations designed to make a real difference.

An eccentric case architecture. Crowns positioned on the inner side of the wrist, leaving the hand completely free. A functional dive-time crown that could be operated underwater. And an unprecedented safety system for a mechanical watch. He called it ID+SYS™.

1,111 unread emails¹.



AUTO
MATIC
GMT TIMEKEEPER



FROG300GMT A i t u t a k i

1 FROG300 GMT takes you where Wi-Fi can't.

Chapter 7

The Mission of the FROG300

Sometimes, knowing a world in depth is the key.

In recreational diving, one golden rule is that you never dive alone. Often, you may find yourself in paradise, surrounded by another language, paired with a dive buddy who does not really know who you are. And once you are in the water, beyond your diving equipment, you are unlikely to be carrying a phone, an ID, or any document that explains your medical information.

That is where ID+SYS™ made sense.

It allowed the watch to carry essential emergency information, including health data, allergies, or key contacts, protected by the watch itself to prevent unwanted reading, without needing a network, a battery, or a phone.

And beyond safety, it opened another practical possibility: imagine being on a beach with only your swimsuit and your watch, able to make a contactless payment at a seaside bar without worrying about where you left your wallet.

The ID+SYS™

It's important to mention in this book a unique feature of Joseph's watches — one that will carry over and evolve in future creations: the watch is mechanical automatic, yet it skillfully integrates registered proprietary NFC-based technology that allows a FROG300 to store the owner's vital data (not just a simple URL, as is usually the case), ready to be used by rescue teams and medical emergency services if needed. The system has been named ID+SYS™ (Emergency Data System).

The OX® ID+SYS™ can be removed from the watch, either to safeguard it or to allow the FROG300 to be lent or passed on to someone else. This combination of mechanical watchmaking and practical NFC technology became one of the clearest expressions of the OX® approach to the modern tool watch.



FROG300 CASEBACK DETAIL [WITH ID+SYS™ BLUE PART SCREWED]

Chapter 8

The First Ones

OX® isn't looking for customers or owners. It seeks accomplices. Those who, by wearing the FROG300, understand it's more than just a technical piece. It's a statement of intent. From America to Japan, from scuba divers to watch collectors, land explorers to surfers, the feedback carries a common message:

“Thank you. This is like nothing else”



The first few hundred OX® FROG300 GMT watches were delivered around Christmas 2024. Some owners had reserved and paid for theirs almost a year earlier. The response was unanimous: Worth the wait. Their sincere praise gave the project pride, strength, and the proof it needed: OX® was real.



CURIOSITIES. THE GIFT THAT WAS NEVER DELIVERED.

Beginnings are never easy! After the samples, in August 2024, there simply wasn't enough time to deliver the production on the promised date. So Joseph, wanting to make the wait a little more pleasant, came up with a small gift: a key (the OX Tool) and a short thank-you note, to be sent to everyone who had pre-ordered the watch.

But as it turned out, the boxes arrived far too late, so they were never delivered! Just another curiosity for the OX® museum.





FROG300 PRO PACIFIC BLUE [FULL LUMEN]

THE CURIOSITIES CORNER

SAVE THE DATE

JULY 4TH 2023

Yes, the idea and first sketches were born in 2021, but it wasn't until July 2023 that OX® was officially incorporated – marking the formal birth of the company and the project's global debut. That same month, the official website went live, social media channels opened, and the very first 3D renders of the FROG300 GMT were unveiled for pre-order.

A Spaniard in the USA? Yes. The company was founded in the United States in May 2023, not only for its spirit of independence, but also because the country offered a far richer watchmaking culture than Spain. And for other reasons too complex to fit within this book.



A WATCH FOR RIGHT-HANDED PEOPLE

As early as 2021, Joseph placed the crowns on the inner left side of the case to keep them away from the hand. It was not about novelty. It was an ergonomic decision intended to improve comfort and freedom of movement.

Chapter 9

Inside the FROG300 GMT and PRO



The FROG300 true GMT ships with a high-density FKM strap, developed for chemical resistance, flexibility, and ultra-extreme durability. But two additional options are available: the Cosmoband® nylon textile multi-adjustable strap, or a solid titanium bracelet, with inner links finished in blue ceramic coating matching the dive time crown.

Each FROG300 GMT is not just assembled — it's individually regulated for precise timekeeping.

Thanks to ID+SYS™, it fuses mechanical tradition with real-world tech — a true hybrid mechanical tool watch. Essential gear for the modern diver, with a vibrant style that reinforces the wearer's personality.

Cosmoband®

FROG300 GMT

The 45 mm eccentric case and clasp are made from Grade 3i titanium, and the watch uses a premium Miyota® Japan 9075M True GMT automatic movement with a jumping-hour function for quick local time adjustment.

Time precision is $-2/+10$ sec/day. The Dive Time crown is functional underwater, allowing the bezel to be reset during a dive, for example when recalculating a decompression stop.

Other highlights noted by owners and specialized watch journalists include the quality of its nighttime luminescence, using, in most models, two blue-green W9-X1 grade tones to differentiate functions.

And, of course, the ID+SYS™ system accompanies every unit.





Chapter 9

FROG300PRO

How can we bring this philosophy to more people – without losing a drop of authenticity?

The OX® FROG300 PRO is a three-hand variation of the FROG300 GMT, powered by a Miyota® 9015M caliber. It retains the same architecture, resilience, and tool-watch vision as its GMT sibling, and includes basic air no-decompression timing on its internal diver's bezel. For added security, the Dive Time crown was also upgraded with a screw-down system. All of this follows a principle of functional minimalism, where intuitive readability takes precedence over every other element. These tool-watches are delivered with the acclaimed quick-release Velcro® Cosmoband® strap, here in a new Large version designed for professional use.

PRO was designed to work.



Cosmoband®XL

FULL LUMEN X1 GRADE ON WHITE DIAL IN THE FROG300 PRO PACIFIC BLUE MODEL.

Ti

G3I

☀️

W9/XI

AUTO

MATIC

4HZ TIMEKEEPER

1

🏃

ISO6425

🔧

MILSTD810H

📺

NDL

ND TIMES

COSMO

BAND

XL

📶

ID+

SYS

Chapter 10

The Journey Continues

From the end of December 2024, OX OCEANIX WATCHES LIMITED has had its own exclusive Top Tier manufacturing center in Shenzhen, thanks to the unwavering effort of Joseph's partner, Xionghui Huang "the Boss Eric" — as Joseph always calls him — and his selected team of watchmakers and technicians.

The creative core hasn't changed. Joseph continues designing and engineering every component, sharing every technical decision with the team while leading every step. In 2025, he was already immersed in developing a new model called FROG300 EVO, even more ambitious, yet with the same spirit: blending mechanical authenticity with purposeful function, combined with unique, unusual aesthetics and usability.

What did change at the end of 2025 was a strategic decision made at a moment of growth: to move the company to Hong Kong, establishing its legal and commercial headquarters there, closer to the production center and within an important hub for the watch industry. The U.S. warehouse remains in place to streamline logistics and customs handling for the American market. And most importantly, what also remains unchanged is the ethos with which the brand was created.

Here you find a visual guideline of produced models, and models in production, always limited.

2024



PRO SEA GMT
DEPTH RAINBOW
OXF3-YEBMT-DEPTH

FULL TITAN
OXF3-TBLTH-FULL

SURF
TAHITI LIME
OXF3-LBLTH-LIME

SAR TYPE
ORANGE RESCUE
OXF3-ORBKT-RESCUE

LAND EXPLORERS
BLACK EDITION
OXF3-BKBKT-BLACK

SHARK SKIN
OXF3-BUGYTH-SHARK

MOON MISSION
NASA ARTEMIS II
OXF3-WHBDTH-NASA24

GOLD SERIES
12 UNITS
OXF3-BKTFI-GOLD

OCEAN DIVERS
AITUTAKI
OXF3-TIBLBL-AITU

BEST SELLER
FROM 2024-26

SOLD OUT
JUNE 2026
(254 Units)



Creating a genuine watch in this century isn't easy. Or profitable. But it's possible. OX® proves that difference isn't about resources. It's about vision and drive. And its first creation proves that a tool-watch can be more than an everyday timepiece.

2025



PROFESSIONAL SERIES
PACIFIC BLUE
OXF3-BKWHI-PCFC

RED CARBON
OXF3-CRCATH-CRBN

HOT PINK
OXF3-PINKTY-S26
[SPECIAL SUMMER EDITION]

BEST SELLER
FROM 2026

GT

EVO

It can be a FROG300, **MADE FOR BOLD, EXTRAORDINARY LIVES**. A watch engineered to be 99% perfect in daily use, where reliability is not an option but a necessity. Its hardness is not only built to endure the present but to become a legacy, ready to be passed on to those you love most. A timepiece where every scratch, every dive, every adventure lets you write your story with it.

Chapter 10

The Journey continues. Immediate future

A New Story Begins. From 2025, and after the FROG300 GMT and PRO, Joseph began developing the second watch concept originally sketched back in 2021: the FROG300 EVO. A project even more ambitious in features, finishing, and mechanical purpose, created to take OX® into new territory in modern mechanical tool-watchmaking.

But in 2026, an unexpected opportunity opened a different path.

Development of the FROG300 EVO was placed on standby in order to move forward with another new model first: the GT.

For now, the name remains a clue, not an explanation. The initials say a lot — perhaps too much — and may also lead to the wrong conclusions. Only one thing can be revealed for now: GT will be the first OX® whose mechanical heart will not be made in Japan. It is scheduled to be unveiled in December 2026.

The next OX® Tool Watches chapter has already begun.

GT Haute Horlogerie
in Adventure Mode.

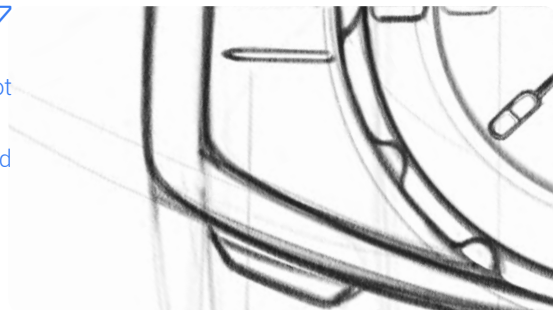


EVO

On to the next level in 2027

While GT takes priority, the FROG300 EVO remains on standby — not abandoned.

Originally sketched as OX®'s second major concept, EVO is a hybrid 4 Hz mechanical-digital tool-watch: a dive computer.



FROG300GMT HOT PINK SUMMER EDITION N°1

Shoutouts & Thanks

Joseph Bolart, founder and creator of OX®, would like to thank everyone who trusted in the project, believed in it, and supported it along the way.

First and foremost, my deepest gratitude and highest regard go to:

Raquel Jiménez Segura (March, 31 1974 – October, 14 2025), a brilliant hematologist and my beloved life partner. She supported me from the very first second, helped me stand back up every time I fell, and had endless patience with me. Probably too much :-)

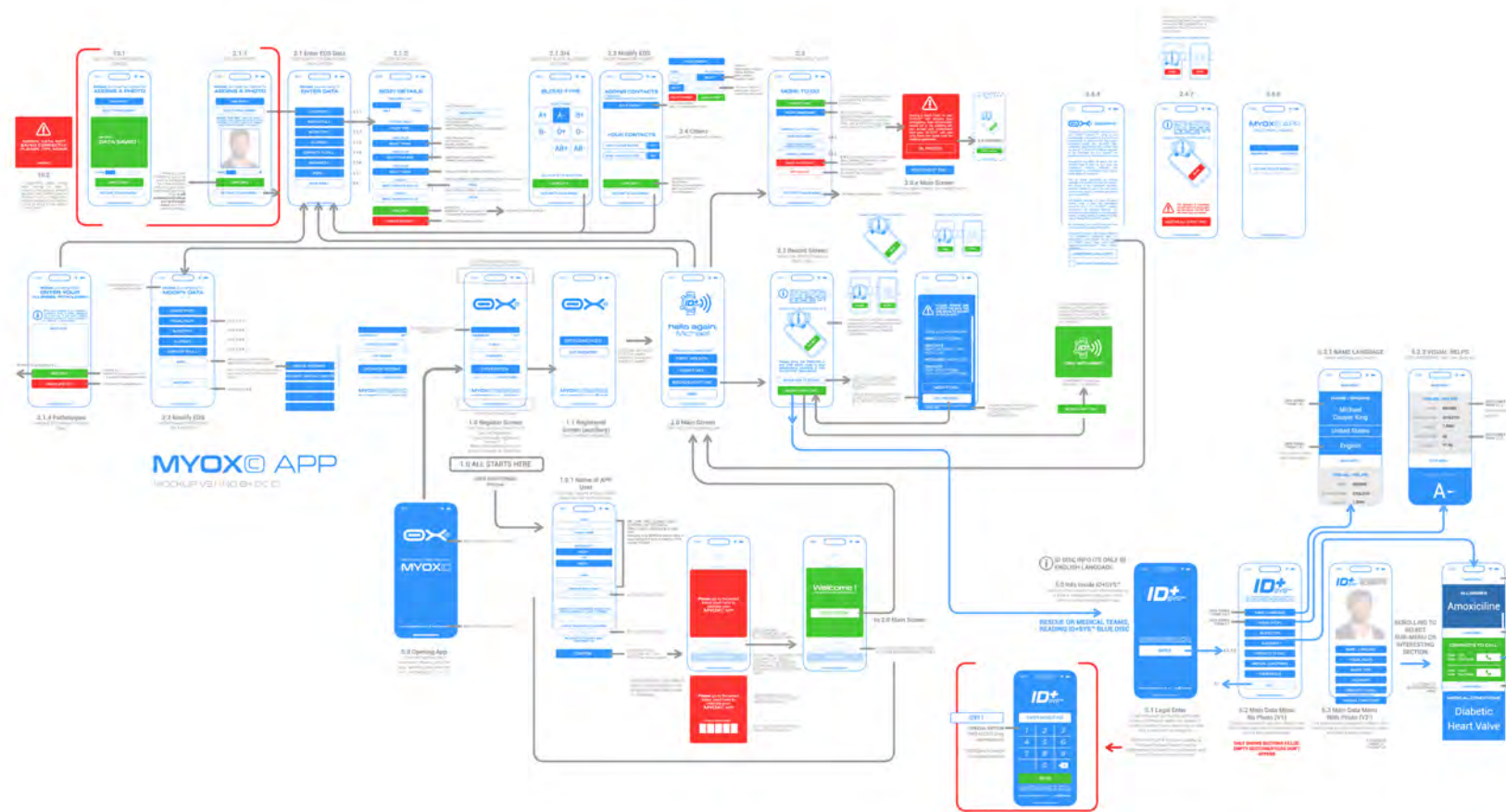
I know she is somewhere up there, still helping me pursue this dream — a dream she loved almost as much as I did.

Xionghui Huang¹ (Eric), his wife Ali, and the young engineer Sky-Ma, who believed in me and in my project when it was still nothing more than a vision. In China, being supported, financed, or even taken seriously is no easy task. Yet from day one, they trusted their intuition and backed me. To them, and only to them, I owe the reality I am living today: the chance to fulfill a dream that has been anything but easy.

1 XIONGHUI HUANG AND JOSEPH BOLART ARE THE ONLY SHAREHOLDERS OF OX OCEANIX WATCHES LIMITED.

Special thanks...

SPECIAL THANKS TO OUR CHERISHED BRAND AMBASSADORS: RAMSÉS MARTÍ, A NATIONAL AUTHORITY IN LIFEGUARDING, IMMEDIATE RESPONSE AND AQUATIC RESCUE, AND TO SCUBA DIVERS VITO AND MARK FROM NEXTGEN DIVING RED SEA, ALSO TO BITOR GARITAONANDIA, -PROFESSIONAL SURFER-, AND TO JOSH "THE BUTTSY" PRO AMATEUR GOLFER "MADE IN THE U.S.".



More thanks – and no less important.

Special thanks go to Fratello Watches, especially Nacho Conde and Gerard Nijenbrinks, for their generous support, and to Ariel Adams of aBlogtoWatch, for his wise advice and professional, unbiased collaboration.

To Santiago Tejedor, from Horas y Minutos, who kindly put me in the spotlight, and to Alex – Alejandro Ruiz from @eltiempodealex, for surprising me in the best possible way.

And today, we are also honored to call many others our friends – including, in alphabetical order, Alfonso Escámez (GPHG member), Don Evans (WatchReport), Lex (OceanicTime, the first to publish about the new FROG300 model), Peter (Hourstriker), Roger Rüegger (Dive into Watches), and Steve (Fifth Wrist).

And, of course, to many great friends and proud OX® owners, listed in alphabetical order: Abdon Ruiz, Alejandro Judt, Alex, Amit Sade, Ben Brinkhof, Bruno Sez nec, Daniel A., Daniel Hua, Djibril Cissé, Enes Tobay, Geert Nouwens, Guillermo González (Hoyo 19), Herbert Glaser, Igormó, Jaqueline Williams, Joan Lanchas, Jon Cromling, Jose Anibal, Jose Antonio Jimenez, Jose Ramón C., Josetxo Gomendio, Luis Lacalle, M. Santiago Tormer, Marc Anthony, Mark Lewis Tan, Martin Klein, Miguel S.T., Mike Brown, Narimasa Yoshio, Nima, Oscar Sanchez, Paco Clarés, Patrick Tao, Peter Chan, Pic, Rafael Bazan, Roger Klocke, Ross Robertson, Ryan, Silvio Nunziato, Simon de Pury, Stefan Kirchknopf, Stefan Poor, Stephen Parent, Tracy Jones, and the entire OX® family of owners...

I would also like to thank my friend Pedro Teixeira Pol, a passionate watch collector, for his support and friendship from the very beginning. He followed every step, encouraged me, and showed incredible patience, probably, once again, too much. :-)

**This book, too, would
not exist without them.**

Joseph Bolart



Appendix

OX® 图书附录 | 简体中文精简版

 本附录并非英文原文的逐页对应或逐字翻译，而是根据本书的序言、十个章节及致谢部分，对 OX® 的故事作简要梳理。

序言

并不是所有腕表都诞生于工厂。有些腕表，源自一个让人无法停止思考的念头。

这不是一个传统意义上的公司故事，而是一段把执念变成真正工具腕表的旅程。Joseph Bolart 多年来一直是腕表收藏者、钟表知识分享者和制表爱好者。最终，仅仅欣赏和拥有腕表已经不够，他决定亲手创造。

这本书记录了从海边第一张草图，到第一批 FROG300 GMT 真正交付的全过程，也献给所有曾经相信、支持并佩戴 OX® 的人。

第一章 | 梦想开始的地方

OX® 的故事始于 2021 年夏天的西班牙安达卢西亚 Cabo de Gata。

不是在车库，而是在海边一家小小的 chiringuito。面对大海，Joseph 画出了第一批草图。他想创造的不是一枚靠价格吸引目光的奢侈品，而是一枚与众不同、实用、忠于本质，能够陪伴真实的人去经历真实冒险的工具腕表。

这个想法最终成为 FROG300，也成为 OX® 的起点。

第二章 | 时间的传承

Joseph 与腕表的关系始于童年。祖父 Juan 让年仅八九岁的他第一次感受到秒针、上链以及微型机械世界的魅力。

多年后，他成为资深收藏者、NAUI 认证潜水教练，并通过西班牙语网站 Relojes Made in Japan 长期研究和分享日本钟表文化，留下近 400 篇文章。

他拥有过许多非常优秀的腕表，却始终觉得没有一枚真正达到自己心中的 100%。这些经历让他更加相信：腕表不仅应该好看，更应该有明确的用途。

最终，他不再满足于评论别人制造的腕表。

他想自己创造。

第三章 | 没有安全网。无需许可。全速向前。

2021 至 2023 年，Joseph 几乎独自推进整个项目。

没有资金，没有合作伙伴，没有成熟的公司架构。只有一台 MacBook Air，以及工程、产品设计、市场营销和专业潜水经验。

他亲自完成表壳结构、人体工学、表冠位置、夜光系统、用户体验、表扣、品牌语言、网站和视觉设计。

品牌最初经历了 FROG、Oceanix，最终成为今天的 OX®。

Joseph 并不只设计了一枚腕表，而是三个不同概念。FROG300 GMT 成为第一个真正走向现实的项目，另外两个更复杂的概念则为未来留下了方向。

一个人开始。从零开始。

第四章 | 那枚原本不存在的腕表

FROG300 GMT 从来不是为了追随潮流。

最初设计采用 Epson® VS42A 太阳能机芯，之后转向 TMI® NH34A 机械 GMT，最终选择 Miyota® 9075 True GMT 自动机械机芯。

这一决定也来自已经预订腕表的 用户投票。

从太阳能到真正的机械 GMT，每一次改变都意味着重新设计。采用 Miyota® 9075 后，表壳必须重新开发，交付时间因此延后了数月。

但目标始终没有改变：把机械传统与真正有意义的功能结合在一起。

第五章 | 意想不到的盟友

项目早期，很多人拒绝投资，有些人选择观望。Joseph 在 Raquel、父母以及有限资金的支持下前往中国，希望真正把这枚腕表制造出来。

他选择深圳，是因为这里拥有成熟的钟表供应链以及与日本机芯产业紧密相连的制造体系。

2024 年初，最初选择的工厂出现严重问题，Joseph 不仅损失了有限的资金，也失去了宝贵的时间，项目一度陷入危机。

Yarck 最初作为翻译帮助 Joseph，后来在签证和当地事务上给予了远超商业关系的帮助。

真正的转折随后发生。Joseph 来到另一家早已通过 SKY-MA 联系并签署 NDA 的深圳公司。当他已经无力继续支付新样表费用时，Xionghui Huang (Eric) 和 SKY-MA 选择相信这个项目，并出资支持功能样表制作。

随后，双方建立了更深入的合作。

第一批 16 枚功能样表以真正的“深圳速度”完成，OX® 开始从一个人的想法变成现实。

第六章 | 从功能样表到量产

FROG300 并不是一枚由现成零件简单组合而成的腕表。除了最终选择并定制的 Miyota® 9075 机芯，大量结构和部件都需要重新设计、工程开发和制造。

Joseph 带着技术图纸、3D 文件和颜色标准来到深圳，与 Eric、SKY-MA 及制造团队一起将设计变成真正的产品。

FROG300 表壳采用 Grade 3i Titanium。制造表壳需要经过 19 道独立机械加工工序，并完成表面处理、喷砂及最终

硬化。代表性样品接受最高 40 BAR 压力测试，每一枚完整腕表则单独测试至 30 BAR / 300 米。

2024 年 7 月 30 日，第一批真正可工作的 FROG300 GMT 功能样表诞生。9 月，首批 1,000 枚腕表进入生产，目标是在圣诞节前交付给等待已久的拥有者。

这一天证明了一件事：所谓“不可能”，很多时候只是一个词。

第七章 | FROG300 的使命

从一开始，Joseph 就明确了一点：FROG300 必须是一枚真正能够应对各种环境的机械潜水工具腕表。

因此，它采用偏心表壳结构，将表冠设置在手腕内侧以释放手部活动空间，并设计了可以在水下操作的 Dive Time 系统。

但 OX® 还想进一步解决真实世界的问题，于是诞生了 ID+SYS™。

ID+SYS™ 利用专有 NFC 技术，让腕表可以携带重要的紧急信息，例如健康资料、过敏信息和紧急联系人，而无需网络、电池或手机。模块可以从腕表上拆下保存，也为未来更多实用功能留下可能。

它代表了 OX® 对现代机械工具腕表的理解：技术不是为了炫耀，而是必须真正有用。

第八章 | 最早的一批拥有者

第一批 FROG300 GMT 在 2024 年圣诞节前后交付。其中一些拥有者已经预订并支付了接近一年。

他们的反馈非常直接：

值得等待。

这些最早拥有者的认可，让项目第一次真正得到市场验证，也证明 OX® 已经不再只是一个想法。

这一阶段还留下了不少小故事，包括原本准备送给预订用户的 OX Tool。由于包装盒到得太晚，这份礼物最终没有寄出，成为 OX® 早期历史中的一个有趣插曲。

OX® 最初于 2023 年在美国成立。同一时期，品牌正式公开亮相并开放 FROG300 GMT 预订。

从 2021 年最早的设计开始，表冠被放置在表壳内侧首先是出于人体工学考虑：远离手背，提高舒适度和手腕活动自由度。

第九章 | FROG300 GMT 与 PRO

FROG300 GMT 采用 45 mm Grade 3i Titanium 偏心表壳，搭载 Miyota® Japan 9075M True GMT 自动机械机芯，可独立快速调整当地时间。

每一枚腕表都会单独调校，精度范围为 -2/+10 秒/天。Dive Time 表冠可以在水下操作，夜光系统通过不同颜色区分功能，ID+SYS™ 则成为每一枚 FROG300 的重要组成部分。

除了高密度 FKM 表带，还可以搭配 Cosmoband® 或钛金属表链。

FROG300 PRO 是三针版本，搭载 Miyota® 9015M 4 Hz 自动机芯。它保留 FROG300 的整体结构、潜水能力和内部潜水计时表圈，并提供基础空气潜水免减压时间参考。

为了进一步提高安全性，Dive Time 表冠升级为旋入式锁紧结构。

PRO 遵循功能极简主义：去除不必要的信息，让快速、直观的读时成为核心。

第十章 | 旅程继续：眼前的未来

2024 年底，OX OCEANIX WATCHES LIMITED 在深圳建立了自己的专属制造中心，由 Xionghui Huang (Eric) 及其制表师和技术团队负责制造体系。

Joseph 继续主导产品设计和工程方向，与团队共同完成每一个关键技术决定。

2025 年底，公司作出战略调整，将法律和商业总部迁至香港，使公司更加靠近深圳生产中心以及亚洲钟表产业的重要枢纽。美国仓库继续服务美国市场。

FROG300 也开始发展出多个不同方向，包括 GMT、PRO、专业系列以及限量版本。但核心没有改变：可靠性、真正的功能，以及鲜明而独立的设计。

与此同时，未来已经开始。

Joseph 从 2025 年继续推进早在 2021 年就构思的 FROG300 EVO，一款结合 4 Hz 机械机芯与数字潜水电脑概念的工具腕表。

2026 年，一个新的机会改变了项目顺序。EVO 暂时进入等待状态，OX® 决定优先推进 GT。

GT 将成为第一款采用非日本机械机芯的 OX®，计划于 2026 年 12 月正式公开。

FROG300 开辟了道路。OX® 的下一章已经开始。

致谢

这本书最终仍然回到最重要的部分：人。

Joseph 首先感谢 Raquel Jiménez Segura。她从项目开始的第一秒就支持这个梦想，在每一次困难中帮助他重新站起来，并以几乎无尽的耐心陪伴整个过程。

同样重要的是 Xionghui Huang (Eric)、他的妻子 Ali，以及 SKY-MA。当 OX® 还只是一个愿景时，他们选择相信 Joseph，并用实际行动帮助这个项目成为现实。Xionghui Huang 与 Joseph Bolart 是 OX OCEANIX WATCHES LIMITED 目前仅有的两位股东。

感谢 OX® 的品牌大使，也感谢 Fratello Watches、aBlogtoWatch、Horas y Minutos、OceanicTime、Dive into Watches、Fifth Wrist 以及其他长期支持项目的媒体和朋友。

更要感谢那些最早相信 OX® 的拥有者和收藏者。他们愿意等待、佩戴、测试，并把 FROG300 真正带入自己的生活。

Joseph 也特别感谢好友 Pedro Teixeira Pol，从项目最初阶段开始，他始终给予支持、鼓励和耐心。

没有这些人，这本书不会存在。OX® 也不会成为今天的 OX®。

书末的照片记录了 FROG300 在潜水、海上活动以及日常生活中的真实使用场景。

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