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Jackie has written over 450 articles, many blog posts and press releases on subjects, from plumbing to space exploration to environmental challenges. He has 3 popular blogs. Jackie has over 25 years freelance writing experience. For 7 years, he was the commentary columnist for the Environment News Service with his "Healing Our World" column. He holds a Ph.D. in Environmental Studies and is also the president of the Center for Lifelong Learning, offering speed reading programs. Jackie lives in Seattle, Washington. | jackie@deepteaching.com | (206) 755-9272

SAMPLE WEB PAGE PRODUCT REVIEW (500+WORDS)

Watch Review

Bulova Men's 97B122 Precisionist Watch

OVERALL RATING: OUTSTANDING

PROS - A beautiful, accurate, full featured watch that never needs batteries. Reviewers with huge watch collections describe it as the most beautiful watch they own.

CONS - None, really.

Since 1919 when the renown Bulova company introduced its first wristwatch, Bulova has been known for innovation, accuracy, and cutting edge technology. Bulova technology went to the Moon in NASA computers and a Bulova timer remains on the Moon to control the transmission of data. Bulova timepieces keep the U.S. Presidents' time aboard Air Force One.

The company

Since 1875 when a young, Czech immigrant and trained jeweler named Joseph Bulova came to New York City and opened a shop, Bulova products have had the greatest of respect.

The Watch

The watch is stunning. Its rose gold tone steel case surrounds a black dial with rose gold numerals and marks. There are four imbedded dials on the face that are part of the chronometer, which can measure to 1/1000 of a second. It has minute markers and a tachymeter around the outer dial. The date displays between the 4 and 5 o'clock position. The button on the lower left side of the case puts the watch in chronograph mode, moving the second hand back to the 12 o'clock position. It is 46.5 mm in diameter and is feels large and solid on the wrist.

"Best I have ever seen." (US Central Intelligence Agency)

"Extremely Insightful." (Government of Kenya)

"Jackie did a great job working to make the solution relevant." (Finances and Administrative Services Director, Major Western US City Government)

"Profound and brilliant - thank you!" (March 2012 Seattle Workshop Participant at the end of the class)

"Your teaching style is spectacular. I wish that my law school, undergraduate, and grade school teachers approached discussion and information dissemination the way you do. Based on my current life philosophies, I would have found your class to be extremely rewarding even without making any improvement in my reading speed." (SR, February 2012 Seattle Workshop Participant)

Power

The quartz movement of this watch requires a battery. Bulova claims that this watch's battery will last upwards of 2 years.

Features summary

Brand	Bulova
Model number	97B122
Item Shape	Round
Dial window material type	Mineral
Display Type	Analog
Clasp	Buckle
Case material	Stainless steel
Case diameter	45 millimeters
Case Thickness	15 millimeters
Band Material	Stainless steel
Band length	Men's Standard
Band width	23 millimeters
Band Color	Black
Dial color	Black
Bezel material	Stainless steel
Bezel function	Stationary
Calendar	Date
Special features	Chronograph, Second hand
Item weight	16.01 Ounces
Movement	Quartz
Water resistant depth	165 Feet

Face

Black dial with rose gold-tone hands and Arabic numeral hour markers. Minute markers and tachymeter around the outer rim. Dial Type: Analog. Date display between 4 and 5 o'clock position.

Crystal

The type of crystal on a watch can dramatically affect its cost. Acrylic crystals are the lowest cost. They scratch easily but they can usually be buffed out. This watch has a scratch resistant mineral crystal. Mineral crystal is a form of glass, which is composed of several elements that aid in resisting scratches (it is seven times harder than acrylic crystal). Mineral crystal is more scratch resistant than acrylic, but it will scratch and is extremely difficult to polish. Having a mineral crystal keeps the cost of the watch down.

Movement

The watch is part of the "Precisionist" collection. The movement is Japanese Quartz. This collection has a new movement that allows a smoothly sweeping second hand. Normally, the second hand of a quartz watch "ticks" in order to conserve battery power. Bulova has found a way for the second hand to sweep without draining the power as if it were a mechanical watch. A watch's movement provides the energy that keeps it going. Typically, a watch will have either a quartz or mechanical movement. A quartz movement is powered by electricity, usually generated by a battery. It is called a quartz movement because a small quartz crystal is integrated into the electronics. Why? When you run a current through a quartz crystal, it oscillates very close to a perfectly constant frequency. The quartz crystal is typically shaped like a tuning fork and it vibrates at a frequency of 32,768 Hz. A better quartz watch by a known manufacturer may be accurate to within a few seconds a year.

This watch is much more accurate than a typical quartz watch. Rather than being accurate to about 15 seconds a month, this watch is accurate to about 5 to 10 seconds a year! The Precisionist has the highest number of vibrations (262.144kHz) of any quartz watch. This unique construction generates 8 times more vibrations than traditional quartz.

Mechanical watches store energy in a spring which is wound automatically or by hand. The energy feeds into a series of gears that convert energy into movement, with each gear turning one of the watch's hands. The escapement controls the pace at which the spring unwinds and uses pins, wheels, pivots, teeth, and its own spring to keep time. They are very complicated and hence, expensive.

Japanese quartz movements have a long and successful history and have been producing good watches since the 1960's. Japanese quartz watches have been the official timekeeping watch for many Olympic games.

Case

Rose gold-tone stainless steel case with a black leather strap. Fixed rose gold-tone bezel.

Complications

The watch has a chronograph with four sub-dials displaying 12 hours, 60 minutes, 1/1000th of a second and 1/10th of a second.

Water Resistance

The watch is waterproof up to 5 ATM (atmospheres), which means you can shower and swim with it. Watches are rated for pressure, not depth. A 5 ATM rating would mean it could survive up to about 165 feet (50 meters). It is suitable for swimming in shallow, not deep, water. You would need a 10 ATM watch to use it snorkeling. Still, 5 ATM is pretty good for such a watch. This watch would add depth and precision to anyone's collection.