BRAZILIAN ATLANTIC ISLANDS | Fernando de Noronha and Atol das Rocas Reserves

Proceeds from online watch auction go to help protect marine World Heritage in Brazil

The Brazilian Atlantic Islands, a marine site inscribed on the World Heritage List in 2001, are the subject of a new short movie produced by the Swiss watchmaker Jaeger-LeCoultre.

A powerful resource for the global conservation community

The auction will be held on the Jaeger-LeCoultre website starting on June 16, 2014, at 12pm ET.

A classic icon reloaded by technology

Scuba diving has changed since its origins in the mid-20th century. Technological advances have improved appearance, ease of use and safety in diving. The Jaeger-LeCoultre Deep Sea Chronograph is a state-of-the-art instrument that has been reloaded by technology, inspired by the Mercurio Deep Sea of 1955. The Jaeger-LeCoultre Deep Sea Chronograph is the only watch to have been recognized by UNESCO in 2010 for its role in underwater exploration. The watch features a ceramic bezel with a red dial, and the new U.S. National Park Service and the U.S. Fish and Wildlife Service have both adopted it as their official timepiece. The watch is also fitted with a chronograph, enabling the wearers to check the time as they dive. The watch has been used in the exploration of the Mariana Trench, the deepest point in the world, and is currently being used by the U.S. National Park Service to monitor the condition of the park. The watch has been praised for its ability to withstand pressure, and is now also available in a limited edition with a blue dial.

The Brazilian Atlantic Islands, a marine site inscribed on the World Heritage List in 2001, are the subject of a new short movie produced by the Swiss watchmaker Jaeger-LeCoultre. The movie, titled "Fernando de Noronha," was released in April 2014 and is available on the watchmaker's website. The movie highlights the importance of protecting the site and its marine life, and encourages viewers to support the conservation efforts.

"The purpose of this movie was really to highlight the importance of protecting these protected areas," says Fanny Douvere, coordinator of the World Heritage Marine Program. "We want to show the public what is at stake and why it is important to protect this site."