



Now & Zen<sup>®</sup>

*quality of thought, stillness of being*



# Now & Zen®

*quality of thought, stillness of being*

Now & Zen creates natural lifestyle products that can make a real difference in your life. Founded in Boulder, Colorado in 1995, Now & Zen serves the growing preference for things natural in the way all our products feature natural acoustic sounds and natural hardwood materials. Our way of describing the essence of a natural lifestyle is: *quality of thought, stillness of being*.

As a result of cultural evolution, we're becoming more discerning about the real nature of quality. Quality thinking is concerned with the welfare of the greatest relevant whole—our whole selves, our whole environment, and our whole society. Now & Zen products embody *quality of thought* through their use as tools that improve your life, in the esoteric principles they embody, and in their originality.

*Stillness of being* is also an integral part of a natural lifestyle. The practices of prayer, meditation, and yoga all contribute to a stillness of being. Now & Zen products serve as accoutrements to these practices; and they also help create a sense of stillness through the beauty of their designs.



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Boulder Retail Store & Headquarters:  
1638 Pearl Street, Boulder, CO 80302  
TEL (800) 779-6383, Outside U.S. call:  
(303) 530-9028 FAX (303) 530-6945  
[www.now-zen.com](http://www.now-zen.com) [orders@now-zen.com](mailto:orders@now-zen.com)

All products are designed in Boulder, Colorado  
and assembled in Shenzhen, China.  
All products include a one-year warranty.

Special thanks to Indochine for use of their Boulder store.

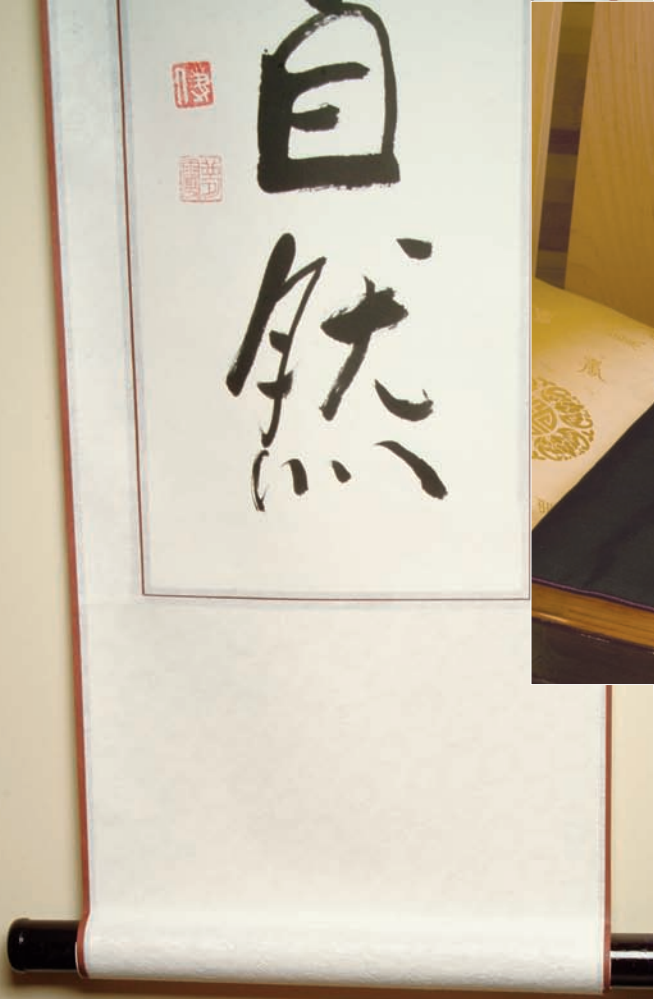




*Beauty is the final contentment  
of the Eros of the universe.*

ALFRED NORTH WHITEHEAD

*Now QZen products transform your environment with the natural sounds of acoustic chimes and gongs.*



Maple Wood Finish  
5000(B)



*In addition to the beauty of its sound, the Zen Timepiece is also visually beautiful, serving as a decorative accessory that can be positioned with the digital clock display facing out, or with the bowl-gong to the front, as shown on the left. It is available in a clear maple wood finish, a reddish-brown cherry wood finish, a bamboo finish, or a glossy black lacquer wood finish.*

*The black lacquer finish comes with either a brass or silver colored bowl with a LCD and faceplate to match. The volume of the Zen Timepiece's gong strikes can be adjusted over a wide range, from soft, subtle ring tones to loud, bold gongs that can be heard throughout the house. But regardless of how you use it, we are sure that the Zen Timepiece will improve your life with the natural resonant tones of its rich acoustic gong. The Zen Timepiece runs on 2 "C" batteries (included), it measures 4.5 inches high, 9.5 inches wide and 7 inches deep, and comes with a 40 page booklet detailing its many uses and its harmonic design.*

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# Zen Timepiece™



*Cherry Wood Finish  
5000(A)*



*New Bamboo  
5000(BB)*

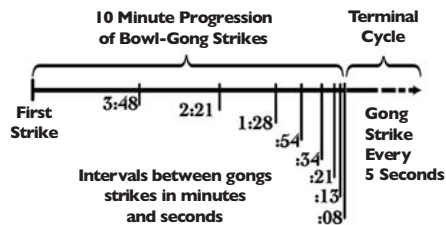


*Front view  
showing  
bowl-gong*

*Black Lacquer Finish  
Silver Bowl 5000(C)  
Brass Bowl 5000(D)  
(not shown)*



*Rear view showing  
digital clock display*



As a result of fifteen years of product evolution at Now & Zen, we have created the world's most exquisite alarm clock and multi-use lifestyle timepiece. Our Zen Timepiece's acoustic brass bowl-gong fills your environment with beautifully complex tones whenever it strikes. In the morning, its exquisite sounds summon your consciousness into awakening with a series of rich, subtle gongs that provide an elegant beginning to your day. When the alarm is triggered, the bowl-gong strikes just once ... then automatically, it strikes again in 3-1/2 minutes ... then in 2 minutes ... then in 1 minute ... As shown in the chart on the left, the gong strikes gradually increase in frequency over 10 minutes, eventually striking every 5 seconds until turned off. Once you experience the Zen Timepiece's progressive awakening, you'll never want to wake up any other way. This aesthetically sophisticated product also serves as the perfect timer for yoga, meditation, body-work, or any practice activity. It can also be set to strike its bowl-gong on the hour as a 'mindfulness bell.' As beautiful to see as it is to hear, the Zen Timepiece makes an elegant addition to your home.



Bamboo E Tone 4502(BB)



Walnut E Tone Silver 4502(WS)



Bamboo B Tone 4460(BB)



Walnut B Tone Silver 4460(WS)



Digital Zen Clocks feature a silent striking mechanism and a "high" and "low" chime volume which allows you to adjust the sound of the chime to suit your needs. The Digital Zen Alarm Clock runs on 2 AA batteries (not included), and it has a lighted digital display (lit full-time when plugged in with the included AC jack). Digital Zen Clocks come in two sizes: a 7.5 inch "B Tone" chime, and a 9.5 inch "E Tone" chime. The longer E Tone uses the same chime as our original triangular Zen Clock. The B Tone and the E Tone are both available in bamboo, solid walnut (with either brass or silver control panel), solid maple, and solid hardwood high-gloss black lacquer finish with a silver control panel. All Digital Zen Alarm Clocks include a 30 page booklet detailing their many uses and their harmonic design.

- Progressive Alarm
- Interval Timer
- Countdown Timer
- Travel Clock
- Chimes on the Hour



# Digital Zen Alarm Clock®

*Clocks shown with lid both open and closed.*



*Walnut E Tone Brass  
4502(W)*



*Maple E Tone 4502(M)*



*Black Lacquer E Tone 4502(B)*



*Walnut B Tone Brass  
4460(W)*



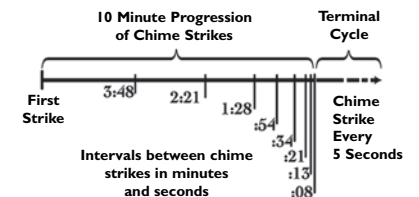
*Maple B Tone 4460(M)*



*Black Lacquer B Tone 4460(B)*

The Digital Zen Alarm Clock is the perfect companion for a natural lifestyle. Its long-resonating acoustic chime set in a solid hardwood case adds tranquility and aesthetic pleasure to any environment or activity. Used as an alarm clock, its gradually-increasing chime progression sequence begins your day with grace and beauty. As a timing device the Digital Zen Clock's acoustic chime is excellent for yoga, meditation, bodywork, or any practice.

This precision timepiece can be programmed to countdown to zero and chime, or to strike its chime repeatedly at any set interval. In the alarm clock or countdown timer modes, the Zen Clock's chime gradually increases through a pre-programmed 10 minute progression (shown on the right). It can also be set to chime once every hour on the hour as a 'mindfulness chime.'



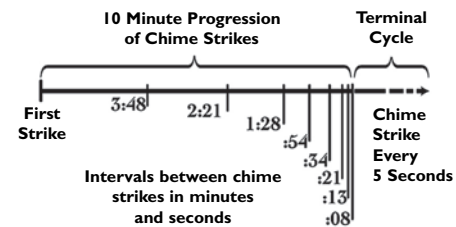


# Zen Alarm Clock®

*for a progressive awakening ...*

The Zen Alarm Clock's long-resonating Tibetan bell-like chime makes waking up a beautiful experience – its progressive chimes begin your day with grace. When the Clock's alarm is triggered, the acoustic chime bar is struck just once... 3 1/2 minutes later it strikes again... chime strikes become more frequent over 10 minutes... eventually striking every 5 seconds until shut off. As they become more frequent, the gentle chimes will always wake you up – your body really doesn't need to be awakened harshly, with a Zen Clock you're awakened more gradually and thus more naturally.

*As shown on the next pages, Zen Alarm Clocks are available in 32 styles, featuring 10 dial face choices and 5 wood finishes. Zen Clocks are made with a Japanese quartz movement and measure 8" high x 11" wide x 3" deep. They run on 4 "C" batteries (not included). Average battery life with everyday use is about 2 years. Each Zen Clock's 'E tone' chime has been hand-tuned to produce the same tone as the tuning forks used by musical therapists. The 10 minute chime progression sequence follows the 'golden ratio' (shown below). Each clock includes a 40 page booklet detailing its many uses and its harmonic design.*



-  Honey Wood Finish
-  Burgundy Wood Finish
-  Clear Maple Wood Finish
-  Dark Oak Wood Finish
-  Bamboo Finish

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## New Bamboo Zen Alarm Clocks®



*Bamboo - Bamboo Motif 7574(BB)*



*Bamboo - Modern Numbers 7574(MN)*



*Bamboo - Dream Kanji 7574(k)*



*Bamboo - Swiss Rail 7574(SR)*

*Made from elegant and sustainable bamboo, these new clocks feature dial faces that have been silkscreened directly on bamboo veneer for an integrated natural look. New dial faces include a "bamboo motif" inspired by Chinese ink painting, and a bamboo version of our popular "dream kanji" dial.*

*Also new are "modern numbers" and "Swiss rail" dial faces for a clean, contemporary look.*



*Close-up  
of Bamboo  
Motif Dial*



# Printed Dial Faces

## ROMAN NUMERAL DIAL

*This dial face reflects the "time-tested" tradition of over 600 years of clock making. The Roman chapters are set against a subtle white marble background.*



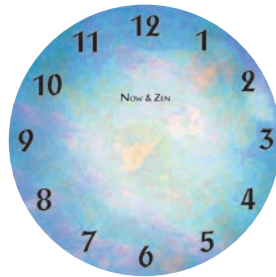
## ANTIQUÉ ARABIC DIAL

*Adapted from a classic American antique grandfather clock, this traditional-style dial face looks great with any decor. Victorian style Arabic numerals are set against an aged parchment background.*



## GOLD SCREEN DIAL

*In the 16th century, Japanese screen painters began using gold leaf backgrounds to create magnificent effects. This printed dial, featuring burgundy-colored Arabic numerals, reproduces the allure of a swirling ocean motif painted on gold leaf.*



## ARABIC NUMERAL DIAL

*Simple and elegant black Arabic numbers against a bluish background reminiscent of an abalone shell.*



## NAUTILUS SHELL DIAL

*The Chambered Nautilus grows its shell in a perfect 'Golden Mean spiral'—a universal pattern of harmonious growth which is also reflected in the clock's chime progression sequence.*

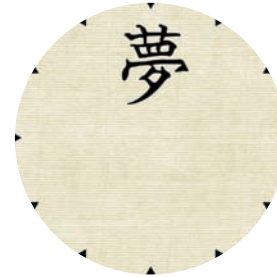
## JAPANESE LEAVES DIAL

*This simple, elegant design features a Japanese maple leaf motif adapted from a painted screen. Subtle tick marks at the edge of the dial allow the alarm hand to be accurately set.*



## JAPANESE WAVE DIAL

*This dial face is adapted from the masterpiece "The Great Wave" by Katsushika Hokusai — a woodblock print from the 'floating world' art movement in feudal Japan.*



## DREAM KANJI DIAL

*This elegant dial face features the oriental character for "dream" set against a simple rice paper background.*



## ZEN GARDEN DIAL

*Concentric circles of raked sand suggest the tranquility of a Zen garden. The character at the top of the dial means "inner peace."*



## CLOUD DIAL

*This dial face is from a photograph of clouds taken from 30,000 feet over the Colorado Rockies. Tick marks at the edge indicate the position of the hours.*



# Honey Zen Alarm Clocks®



*Honey - Japanese Leaves 7569(F)*



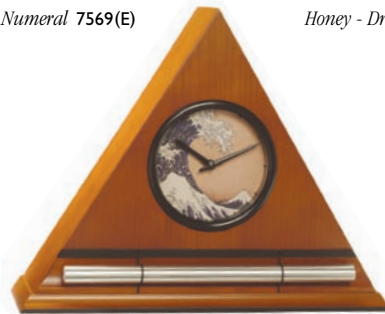
*Honey - Roman Numeral 7569(E)*



*Honey - Dream Kanji 7569(K)*



*Honey - Gold Screen 7569(G)*



*Honey - Hokusai Wave 7569(A)*



*Honey - Antique Arabic 7569(H)*



*Honey - Arabic Numeral 7569(D)*



*Honey - Nautilus Shell 7569(C)*



*Honey - Clouds 7569(B)*



*Honey - Zen Garden 7569(Z)*

# Burgundy Zen Alarm Clocks®



*Burgundy - Japanese Leaves 7571(F)*



*Burgundy - Dream Kanji 7571(K)*



*Burgundy - Zen Garden 7571(Z)*



*Burgundy - Hokusai Wave 7571(A)*



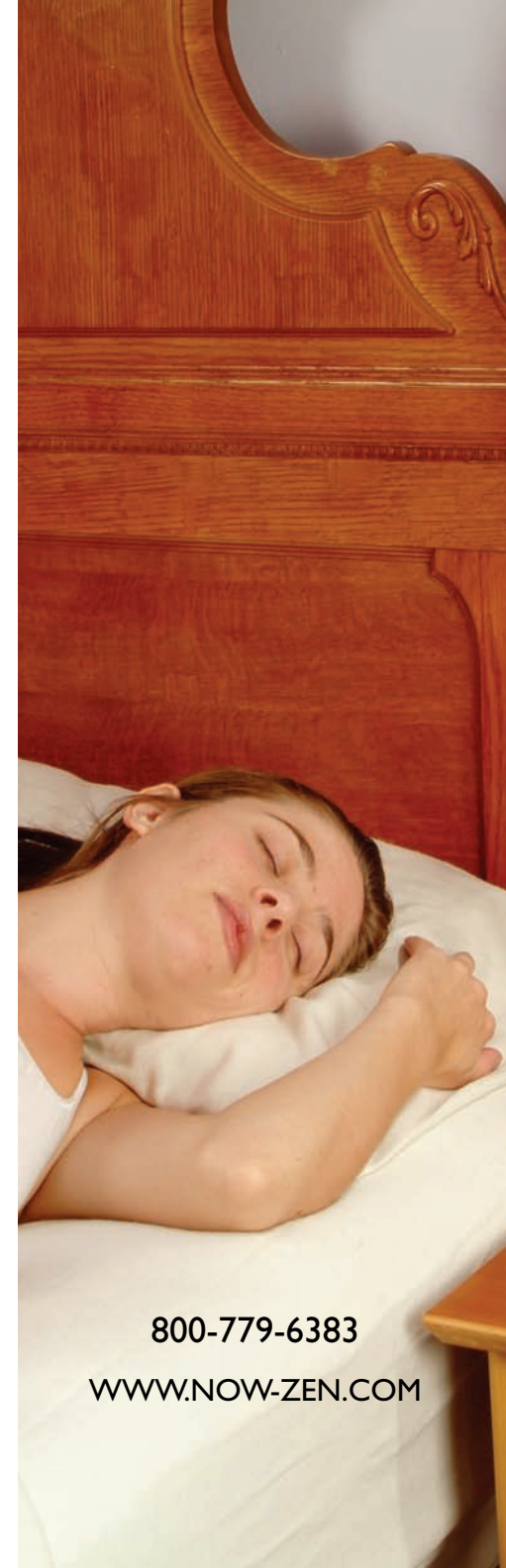
*Burgundy - Antique Arabic 7571(H)*



*Burgundy - Gold Screen 7571(G)*



*Burgundy - Roman Numeral 7571(E)*



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# Maple Zen Alarm Clocks®



*Maple - Japanese Leaves 7572(F)*



*Maple - Dream Kanji 7572(K)*



*Maple - Roman Numeral 7572(E)*



*Maple - Clouds 7572(B)*



*Maple - Zen Garden 7572(Z)*



*Maple - Arabic Numeral 7572(D)*



*Maple - Antique Arabic 7572(H)*







## Dark Oak Zen Alarm Clocks®



*Dark Oak – Roman Numeral 7573(E)*



*Dark Oak - Japanese Leaves 7573(F)*



*Dark Oak - Dream Kanji 7573(K)*



*Dark Oak - Antique Arabic 7573(H)*



# Tibetan Phone Bell & Timer™



Dark Oak 3000(A)

This product serves as a unique replacement ringer for your telephone and an easy-to-use meditation timer all in one. Simply plug in your phone line, turn off your telephone's ringer, and when a call comes in your phone will ring with the long-resonating tones of our 6 inch brass bowl-gong. The bowl-gong rings every six seconds (the same interval as your phone's ring cycle) until the call is picked up. The Tibetan Phone Bell is an attractive decorative accessory that fills your home or office with beautiful tones whenever you receive a call. (Telephone not included.) For use as a countdown timer, simply turn the control knob to set the minutes in the LED window, press start, and the timer counts backwards to zero and strikes the bowl-gong. Strikes gradually increase in frequency over a 10 minute period.



Clear Maple 3000(B)

*The Tibetan Phone Bell is available in clear maple or dark oak wood finishes, it measures 4.5" high, 9.5" wide and 7" deep. It runs on 3 "C" batteries (not included) and includes a 1 meter phone line extension to connect to any telephone. Connect the product to any phone jack and then connect it to your phone, or connect it to an extra phone jack as a stand-alone ringer. It is compatible with all normal analog phone lines, answering machines, and voice mail. It includes a 30 page booklet describing its operation, and the harmonic features of its design.*

# Zen Doorbell™



Wireless wood control button

Cherry Wood Finish 2000

We have created the world's most aesthetically sophisticated doorbell. The Zen Doorbell's acoustic brass bowl-gong fills your environment with beautifully complex tones whenever it strikes. And in addition to the beauty of its sound, the Zen Doorbell is also visually beautiful – its six inch brass bowl and cherry wood base serve as a decorative accessory that looks good in any room. Its radio-controlled wireless wood control button mounts easily to your front door's threshold with no wiring required. The sound of the Zen Doorbell's gong strike can be adjusted over a wide range, from soft, subtle ring tones to loud, bold gongs that can be heard throughout the house. It can also be set to make a single strike or a double strike each time the button is pressed.

*The Zen Doorbell's distinctive sound can be used in a variety of ways: its primary use, of course, is as a doorbell for your home. But it also serves as a paging device (so you can summon your kids to the dinner table); and it's great for retail environments for use as a front counter bell. The Zen Doorbell can also be used to call meetings to order, or as a way to signal an accomplishment or the scoring of points. But no matter how you use it, we know you will enjoy the beauty of the naturally-resonant sound of its rich acoustic gong. The wireless wood control button has a range of over 40 feet and comes with its A23 type battery pre-installed. The Zen Doorbell's wood platform is powered by 4 "C" batteries (not included). Each Zen Doorbell includes a 24 page booklet detailing its operation and uses.*





## Gift Cards

Now & Zen offers beautifully packaged gift cards that allow your friends and family to choose the exact product and the style they want. All gift cards come in a lovely handmade Tibetan gift box and include a personal message from you. Available by phone or on-line.



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Please visit our headquarters store when you're in Boulder, Colorado. (800) 779-6383