

# A History Of The Alarm Clock

Mankind has spent thousands of years trying to find the best way to wake up on time. From the chimes of St. Mark's clock tower in Venice to the beeps of the **Brandstand CubieTime®**, the history of the alarm clock is a story where no idea is too crazy.

3000 BC

## ROOSTER

We should start, perhaps, with the rooster – nature's alarm clock. Often portrayed as crowing at the break of dawn, roosters can actually crow at any time of the day. So, you can't control them, alarms are random and there's no easy 'off' switch.



## WATER CLOCK (CLEPSYDRA)

These clocks worked by allowing water to drip from one container into another. When engineer Ctesibius added the ability to drop pebbles onto a gong when water reached a certain level, the world's first alarm clock was born.

325 BC

1513

## CLOCK TOWER

By the 16th century, clock towers across Europe chimed at fixed hours. One of the best examples of this community alarm clock is the Campanile in St. Mark's Square, Venice. The tower's biggest bell, Marangona, marked the beginning and end of the working day.



## GRANDFATHER CLOCK

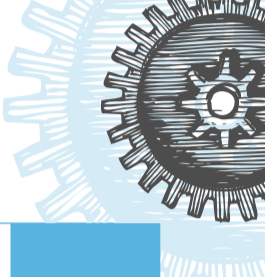
While Dutch scientist Christiaan Huygens is credited with inventing the first pendulum clock in 1656, the first Grandfather clock didn't appear until 1670, crafted by English clockmaker William Clement.

1670

1787

## MECHANICAL ALARM CLOCK

History records that American clock maker Levi Hutchins<sup>[1]</sup> built the first mechanical alarm clock for the home. However, Hutchins didn't register his device and French inventor Antoine Redier snapped up the patent in 1847.



## ALARM CLOCK MASS PRODUCTION

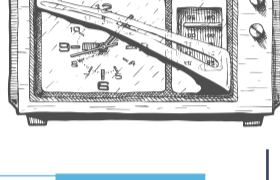
With no US patent for an alarm clock, the Seth Thomas Clock Company filed one for "a clock of conveniently small size"<sup>[2]</sup> almost 100 years later. Thomas' company was one of the first to mass produce its clocks, based in Plymouth Hollow, Connecticut. The town was renamed 'Thomaston' in his honour.

1876

1940s

## ALARM CLOCK RADIO

The first radio alarm clock was created by James F. Reynolds who "rigged the key on the back of [his] clock to the volume knob on [his] radio..."<sup>[3]</sup>. It led to a device that made TIME's All-TIME 100 Gadgets list.



## THE SNOOZE BUTTON

No alarm clock history would be complete without the just-five-more-minutes 'snooze' button. General Electric-Telechron sold a clock with a snooze button in 1956, while Westclox Drowse clocks followed in 1959.

1956

1956

## DIGITAL ALARM CLOCK

For digital alarm clocks, it's not a question of electronics but how the numbers are displayed. D.E Protzmann patented a clock with digits in 1956<sup>[4]</sup>, paving the way for the digital alarm clocks we know today.



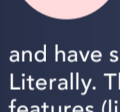
## LED ALARM CLOCK

According to [onlineclock.net](http://onlineclock.net)<sup>[5]</sup>, GE's Great Awakening alarm clock featured three wake-up settings and an LED display. The Southeast Missouri newspaper hailed it as a "remarkable clock radio that makes full use of the best in microprocessor technology."

1979



## 1980-Present Day The Alarm Clock Revolution

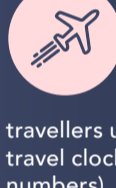


### RETRO ALARM CLOCK

Classic twin-bell, wind-up alarm clocks appeared in the 1970s

and have since become iconic.

Literally. They might lack modern features (like a snooze button), but these beautiful metal timepieces had but one function – to wake you up.



### TRAVEL ALARM CLOCK

These days, we might use a smartphone as a portable alarm. But

travellers used to pack small analogue travel clocks (with glow in the dark numbers). These often folded away into neat and stylish leather cases that closed with a satisfying snap.



### PROJECTION ALARM CLOCK

Having a clock is important for easy readability. Projection alarm clocks

take this to extremes by allowing you to shine the time onto any surface.

Want a clock on the bedroom ceiling, so you can always see the time? You got it.



### BLUETOOTH® ALARM CLOCK

This alarm clock type is the natural evolution of the old clock radio.

Why listen to an unfamiliar local radio station when you can personalise your listening by streaming your favourite music, podcasts, audio books or digital radio stations?



### WAKE-UP LIGHT ALARM CLOCK

The idea behind wake-up lights is that, by gradually increasing the

intensity of a light, it helps the body shift into a lighter cycle of sleep so you don't wake up feeling more refreshed.

It doesn't work for everybody though and you could sleep right through it!



### TEASMADE ALARM CLOCK

The idea of the 'Teasmade' (an alarm clock that brews tea)

dates back to 1891, when Englishman Samuel Rowbottom devised an 'Automated Tea Making Apparatus.'

You can still buy one today, as well as various coffee-brewing gadgets.



### VOICE ASSISTANT ALARM CLOCK

"Alexa, set an alarm for 8am..." Simple, right? No button pushing

required. Voice-activated assistants are all the rage these days, rendering the old clock radio obsolete. Will these smart speakers be accepted by hotel guests? Time will tell.



### MOVING ALARM CLOCKS

Designed to combat the snooze button, 'runaway' or 'roll away'

or even 'fly away' clocks are novelty gadgets designed to force you to get up in order to turn off the alarm. They straddle that fine line between effective and downright annoying...



## The multi-function future Brandstand Alarm Clocks

Alarm clocks have embraced a wide array of features throughout history, some we still need (e.g. a big LED display) and some we don't (the ability to brew tea). If this journey teaches us anything it's that (a) the best alarm clocks don't need gimmicks and (b) the most effective devices reflect our lifestyle today. It's why Brandstand's alarm clocks have:

- ✓ Large, clear digital displays with three levels of dimming (and 'off')
- ✓ Easy to set Single Day alarms to wake you up when you need to
- ✓ A snooze button (because we all want an extra nine minutes in bed...)
- ✓ Built-in USB ports so you can charge your phone overnight
- ✓ Built-in plug sockets so you can charge multiple devices easily\*
- ✓ Wireless charging options for compatible devices\*

\*Selected Brandstand alarm clocks only.

[1] [https://en.wikipedia.org/wiki/Levi\\_Hutchins](https://en.wikipedia.org/wiki/Levi_Hutchins)

[2] <https://patents.google.com/patent/US183725A/en>

[3] [http://content.time.com/time/specials/packages/article/0,28804,2023689\\_2026093\\_2023751,00.html](http://content.time.com/time/specials/packages/article/0,28804,2023689_2026093_2023751,00.html)

[4] <https://patents.google.com/patent/US2768332A/en>

[5] <https://blog.onlineclock.net/modern-clock-radio-history/>

## Why Brandstand?

Brandstand offers innovatively designed, user-friendly products for the hospitality industry. Find out why over 30,000 hotels already use them below.

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