

# SILCA Acquires OMATA; Announces Limited Re-Release of OMATA, the Iconic Analog Cycling Computer



**INDIANAPOLIS, IN / AMSTERDAM, NL— OCT 15th, 2026, 11:00 am EDT:** SILCA, a leader in marginal gains and known for its dedication to precision and quality in cycling products, today announced its acquisition of OMATA, the world's first analog cycling computer with internal GPS. Along with the acquisition, SILCA will release an exclusive, limited quantity of the iconic OMATA devices.



The world's first mechatronic cycling computer (a digital unit with analog movement), OMATA presents a refined yet restrained design without sacrificing the performance expected of a modern digital device. Built as an intentional alternative to screen-fatiguing, noisy digital electronics, OMATA captures data silently in the background while displaying real-time metrics through a mechanical dial.



Encased in aluminum housing, OMATA features an intuitive rotating bezel for switching modes, a USB-C charging, improved weather resistance, and integrated ANT+ connectivity. With its latest firmware update, available to Apple iOS users, OMATA can seamlessly pair with external sensors to record ride analytics such as power, and heart rate, keeping the interface distraction-free while capturing essential information in the background.



SILCA redesigning OMATA's internal circuit board, battery system, and outer housing around the legacy analog "movements" to modernize the hardware. Production and final assembly were moved to the brand's Indianapolis facility, making it one of the only cycling computers assembled in the United States. The SILCA team also redesigned the instrument's weather sealing, integrating a custom triple-barrier lip seal for the rotating bezel and a Gore-Tex membrane over the barometric pressure sensor for improved moisture resistance, while also

adding a versatile square mounting cleat compatible with standard Garmin or Wahoo mounts, allowing riders to swap between computers and bikes easily.

**"At SILCA, we are obsessed with the intersection of beauty, precision, and performance. OMATA is a masterpiece of functional art. We acquired Omata because we believed it was a product that should continue to exist in this world. Sadly, it relies on a finite supply of legacy Seiko components; so, each unit carries the weight of rarity. By bringing hand-assembly to our Indianapolis facility, we are ensuring each of these stunning instruments is tested for lasting performance."**

Josh Poertner, CEO of SILCA

## **Key Technical Specifications**

- **Distraction-Free Analog Dial:** Clean mechanical interface displaying speed, distance, ascent, and ride time.
- **Digital in the Background:** GPS internal computer records standard FIT files for training logs and data transfer.
- **Improved Weather Resistance:** Triple-barrier lip seal around bezel and Gore-Tex membrane over the barometric pressure sensor.
- **Seamless Syncing:** Quick .fit file uploads via the OMATA Utility App for iOS or via a USB-C connection.
- **Smart Tracking:** Features Auto-Pause and GPS-Fix to seamlessly track your route without manual intervention.
- Omata is iOS compatible Only.
- New Mounting System Omata works with existing Garmin or Wahoo mount.

Because SILCA's production run is limited and production is not quick, SILCA will be releasing OMATA in small batches until sold out. **This limited production model does make these units only available in the US.** Please reach out if you are international and interested in a unit.

The limited quantity of OMATA units will be available at [www.SILCA.cc](http://www.SILCA.cc), in select regions only.



### Link to Photo Assets

[silca.filecamp.com](https://silca.filecamp.com)



### SILCA - Manufacturers of the finest accessories for bicycles - OMATA

[silca.cc](https://silca.cc)

**MSRP: \$800 USD**

## About SILCA

Founded in 1917 in Milan, Italy, SILCA has a long and rich history of innovation in cycling. From pioneering the first frame-mounted pump to developing high-performance lubricants and tools, SILCA provides cyclists with products that embody quality, durability, and performance.

## About OMATA

OMATA was founded with the mission to create beautiful, highly advanced products that enhance the human experience of riding a bicycle. Its flagship product, the OMATA One, revolutionized the cycling computer market by translating digital GPS data into a compelling, tactile analog display.

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