

## Manuals+

[Q & A](#) | [Deep Search](#) | [Upload](#)

manuals.plus /

- › [Braun](#) /
- › [Braun Classic Analogue Alarm Clock BC12W Instruction Manual](#)

## Braun BC12W

# Braun Classic Analogue Alarm Clock BC12W Instruction Manual

Model: BC12W

## INTRODUCTION

---

This instruction manual provides essential information for the proper setup, operation, and maintenance of your Braun Classic Analogue Alarm Clock, Model BC12W. Please read this manual thoroughly before using the product to ensure optimal performance and longevity.



Image: Front view of the Braun Classic Analogue Alarm Clock BC12W, showcasing its white casing, black hour and minute hands, yellow second hand, and clear dial with hour markers.

## PACKAGE CONTENTS

---

Verify that all items are present in the package:

- 1 x Braun Classic Analogue Alarm Clock (Model BC12W)
- 1 x Instruction Manual

**Note:** 1 x AAA battery is required for operation and is not included in the package.

## SETUP

---

### 1. Battery Installation

1. Locate the battery compartment cover on the back of the clock.

2. Carefully remove the cover by sliding or lifting it.
3. Insert one (1) AAA battery, ensuring the correct polarity (+/-) as indicated inside the compartment.
4. Replace the battery compartment cover securely.



Image: Rear view of the alarm clock showing the battery compartment and control knobs.

## 2. Setting the Time

1. Locate the **TIME SET** knob on the back of the clock.
2. Turn the **TIME SET** knob in the direction of the arrow to adjust the hour and minute hands to the current time.
3. Ensure the hands move smoothly without obstruction.

## 3. Setting the Alarm

1. Locate the **ALARM SET** knob on the back of the clock.
2. Turn the **ALARM SET** knob in the direction of the arrow to set the alarm hand to your desired wake-up time.

3. To activate the alarm, slide the alarm switch (usually a small button or lever) on the side or back of the clock to the **ON** position. A green indicator may become visible.

## OPERATING INSTRUCTIONS

### 1. Alarm Function

The Braun Classic Analogue Alarm Clock features a **Crescendo Beep Alarm**. When the alarm is activated, the beep sound will start softly and gradually increase in frequency and volume until it is turned off. This design aims for a gentle wake-up experience that becomes more insistent if not addressed.

## Crescendo beep alarm.



The beep alarm gets more frequent if you do not turn it off.



Image: Close-up of the alarm clock's top, highlighting the alarm on/off switch and indicating the crescendo beep alarm feature.

### 2. Snooze Function

To activate the snooze function, press down on the main body of the clock when the alarm sounds. The alarm will temporarily stop and will sound again after approximately 5 minutes. The snooze interval is fixed at 5 minutes.

# Integrated snooze / light function.



Snooze interval is 5 minutes. Light illuminates for 5 seconds once manually activated.

Image: The alarm clock with an overlay indicating the 5-minute snooze interval and the light function.

### 3. Light Function

The clock features an integrated light function. Pressing down on the main body of the clock (the same action as snooze) will illuminate the dial for approximately 5 seconds, allowing you to read the time in low-light conditions. The light will automatically turn off after 5 seconds.

# Luminous tipped hands.

Glow in the dark hour and minute hands to aid legibility.



Image: The alarm clock in a dark setting, showing the luminous hour and minute hands glowing for enhanced visibility.

## MAINTENANCE

---

### 1. Cleaning

To clean the clock, wipe it with a soft, dry cloth. Do not use abrasive cleaners, solvents, or chemical sprays, as these may damage the surface or internal components.

### 2. Battery Replacement

When the clock's display dims, the alarm weakens, or the timekeeping becomes inaccurate, it is time to replace the battery. Follow the battery installation steps outlined in the **Setup** section.

- Always use a fresh AAA battery.
- Dispose of used batteries responsibly according to local regulations.

## TROUBLESHOOTING

Problem	Possible Cause	Solution
Clock not working / No display	Battery is dead or incorrectly installed.	Replace with a fresh AAA battery, ensuring correct polarity.
Alarm not sounding	Alarm is not activated or battery is low.	Ensure the alarm switch is in the <b>ON</b> position. Replace battery if necessary.
Time is inaccurate	Low battery or incorrect time setting.	Replace battery. Re-set the time using the <b>TIME SET</b> knob.
Light function not working	Low battery.	Replace battery.

## SPECIFICATIONS

- **Model:** BC12W
- **Brand:** Braun
- **Display Type:** Analog
- **Movement:** Quiet Precision Quartz Movement
- **Special Features:** Crescendo Beep Alarm, Integrated Snooze/Light Function, Luminous Tipped Hands
- **Snooze Interval:** 5 minutes
- **Light Duration:** 5 seconds (manual activation)
- **Power Source:** 1 x AAA Battery (not included)
- **Product Dimensions:** 2.95"W x 2.95"H (75mm x 75mm x 35mm)
- **Item Weight:** 86 Grams (3.03 ounces)
- **Material:** Plastic (Frame)
- **Color:** White

## WARRANTY AND SUPPORT

This Braun product is covered by a manufacturer's 2-year warranty against material and workmanship defects. This warranty is valid in countries where the alarm clock is officially sold. Please retain your proof of purchase for warranty claims.

For technical support, warranty claims, or product inquiries, please visit the official Braun website or contact their customer service department. Refer to the contact information provided on the product packaging or the official Braun website for your region.

- **Braun Watches & Clocks Website:** [www.braun-clocks.com](http://www.braun-clocks.com)

