

Seiko at Baselworld 2004. The Elite Collections: The Ultimate Expression of Innovation & Refinement.

At Basel 2003, SEIKO WATCH CORPORATION launched its new strategy of 'Innovation & Refinement', and it made an immediate and powerful impact. This strategy was expressed in all aspects of the brand from product to communication, in-store presentation and distribution. Our retailers responded to our Selective Distribution System with increased prominence for the brand in stores and consumers responded with a demand for Arctura and other Elite collections that far exceeded expectations. The new Seiko, in products, communication and distribution, evolved successfully in 2003, and, Seiko will continue this approach throughout 2004 in all of the world's markets.

At center stage in Seiko's all-new Baselworld 2004 collection are the 5 Elite collections that are the ultimate expression of Seiko's vision of 'Innovation & Refinement.' These collections are Arctura, Sportura, Vivace, Rivoli and Premier.

For 2004, there are new models throughout the Elite collections, but Sportura and Rivoli take pride of place, with entirely new design series being launched here at Basel.

Sportura: All-star Chronographs.

The new Sportura design is built for speed and performance, and is the only all-chronograph design in the entire Seiko line. 7 new models, 4 unique movements and one common focus - chronographs for the accurate timing of sport. Like all the Sportura models launched since its first creation in 2000, the new models share Seiko's highest sports specifications - jet black dial and non-reflective sapphire crystal for maximum legibility, full steel construction, screw-back cases and 10 bar water resistance.

New for 2004 is an additional refinement. The design incorporates a new Sportura color, orange, which provides excellent visibility as well as an original and distinctive character to the collection.

With its new look, Sportura continues to set the pace in sports watches, and will be central to Seiko's advertising plans in 2004.

Rivoli: In a Word, Imagination.

Since 1987, Rivoli designs have set trends with their bold lines, striking asymmetrical forms and avant-garde styles.

The 10 new models in the 2004 Rivoli collection share all these characteristics but also carry the hallmark of a design inspired by nature itself. Ripples in water, the mysterious flow of light in the Aurora Borealis, the curves of the ocean swell; the beauty of these phenomena have inspired the new Rivoli design. Rivoli will join Sportura and Arctura as an internationally advertised line in 2004.

Arctura: The Signature of Kinetic.

The 2003 Arctura design was a massive international success, with demand exceeding supply throughout the world at Christmas. The all-Kinetic collection is strengthened by the creation of 9 new models for 2004, using all three of Seiko's Kinetic calibers, the 5M62 Kinetic, the 5J32 Kinetic Auto Relay and the remarkable 7L22 Kinetic Chronograph. One of the 7L22 models is a special edition, celebrating the 40th anniversary of Seiko's first chronograph.

Vivace: As Vivacious as Life.

Vivace's cornerstone has always been warmth and flair and the 2004 collection interprets this heritage in an elegant new way. 2 new designs in 13 new models are added, many using Seiko's unique frost finish, and several with diamond dials.

Seiko's Baselworld 2004 collection is available on Stand A27 in Hall 1.0. For further information, please contact Seiko Watch Corporation at Baselworld. Photographs of all the new collections contained on the accompanying CD are available without restriction for media use.

The Seiko Baselworld 2004 Exhibition Stand

SEIKO WATCH CORPORATION created an all new Seiko Stand at Baselworld 2003 that conveyed a strong sense of Japanese history and culture. The stand's outstanding concept and

design went on to win widespread praise, and it received an Award in the Exhibition Category of the Japan Display Design Award. For 2004, the overall stand image is retained but the details have been further refined.

The ground floor is an open glass space showcasing the beauty of Japan, taking its inspiration from folding screens and picture scrolls. The wall panels present a layered view of the mountainous skyline at Suwa, the Seiko Group's major production base. The watch displays, new this year, express the spirit of ikebana, one of Japan's leading traditional crafts. Each display is a wooden shelf holding a ceramic plate on which watches are presented at different heights, rather like elegant flowers adorning a traditional Japanese alcove. Each color has a distinct visual appeal. The black Yuteki-Tenmoku pattern brings out the special ferrous crystal glow of the feldspar gloss, while the quicklime gloss helps to make every display item look truly exquisite. The ceramic plate, such an important element in the display, is the work of INAX Corporation, a leading Japanese ceramics manufacturer founded in 1924.

The Seiko Stand, Stand A27 in Hall 1.0.