

**Premier:
Classic inspiration. Modern expression.**

Premier is SEIKO's leading dress watch collection and the new 2005 collection, comprising 20 references, takes the classic dress watch to a new level of sophistication. Premier is the quintessential embodiment of SEIKO's vision of Innovation and Refinement. The innovation is expressed in no less than 5 innovative calibers, and the refinement is in the design and the detail. Premier's style is classically inspired, yet modern in expression. Just as the pyramid in the courtyard of the Musée du Louvre in Paris or the Great Court at the British Museum in London are successful because they are re-interpretations of enduring styles, so has Premier the powerful appeal of the classical re-expressed. The architectural heritage of Premier is evidenced by the bold, rectangular links in the bracelet and the sculpted frames of the calendar openings. There is an air of eternal quality in Premier that speaks volumes for the lavish attention to detail within every dial, and yet the visual effect is of a watch that is as modern as it is classical.



SXD678 SNQ004 SNP005 SNA585 SUK003

All 20 styles in the new Premier range are united by more than just the exterior design. There is a central motif that runs throughout; the innovative presentation of the calendar date. In the Kinetic Perpetual line, the calendar is large and presented in two separate windows, whereas in the all-new Perpetual Calendar references, the calendar is at the 6 o'clock position in a gently sweeping arc. In the women's collection, the calendar is presented in either a wide fan-shaped aperture in one case or in its own sub-dial in the other version. There is diversity in harmony, and harmony in diversity; all Premier watches feature calendars, and yet all are unique.

Kinetic Perpetual

For 2005, the spotlight is on a truly innovative new caliber, which is unveiled at Baselworld 2005. Called Kinetic Perpetual, it combines the beauty of a classic mechanical perpetual calendar, correct until February 28, 2100, with the advantage of Kinetic - no battery change, perpetual quartz accuracy, and up to 4 years autonomy when not worn.



SNP005 SNP003

This new caliber is a triumph of classical watchmaking and modern microelectronics. With 232 parts, which is almost the same number as other high-class mechanical chronograph watches, and the world's smallest ultra-sonic motor, just 0.4 mm thick, the Kinetic Perpetual caliber sets a new standard in Perpetual Calendar watches. This 0.4 mm thick ultra-sonic motor is the only motive energy for the 101 parts of mechanical gear trains of the Perpetual Calendar, not only for date and day, but also for odd-numbered months, including February in a leap year. This remarkable calendar is also checked by a photo sensor. This sensor recognizes a certain mark of each gear, and judges and corrects for the date, day, month and year; of course, this contains odd-numbered months, including February in a leap year.

The caliber also incorporates SEIKO's unique Kinetic Auto-Relay technology. No battery change is ever required, and yet the Kinetic Perpetual offers quartz accuracy and reliability. With the Auto-Relay, the watch will, when not worn, operate normally for 6 months on a full charge, after which it goes into "sleep" mode for up to four years. The accuracy remains and the calendar continues to show the correct date, month and year, but the hands stop, conserving energy, until, once the watch is put on again, the hands automatically reset to the correct time.

Perpetual Calendar

This all-new caliber brings all the advantages of a perpetually accurate calendar to a small, slim dress watch and offers an easy-setting mechanism that allows the date, month and year to be displayed, on demand, in the date window. Once set, the calendar is correct until February 28, 2100. SEIKO's mastery of mechatronics makes this possible. While the Premier Perpetual Calendar is in the long tradition of SEIKO's fine watchmaking, its genius comes from the most advanced electronic technology in the industry.

Premier brings a new high level of modern functionality to the dress watch; all Premier watches have 10-bar water resistance, sapphire crystals and three-fold clasps. The cases are all steel and the bracelets are formed from solid steel links. Premier's quality of manufacture is expressed in every detail — like the classical buildings that inspired the design, Premier promises long term performance and appeal.

Specifications

- * 20 references with 5 calibers
- * Case: Stainless steel (Screw case-back for caliber 7D48, 7T62 and 6A32)
- * Glass: Sapphire crystal
- * Band: Solid stainless steel or leather with three-fold clasp with push button release
- * Water resistance: 10-bar (100 m)

Kinetic Perpetual: Caliber 7D48

- * Perpetual Calendar, correct until February 28, 2100
- * Kinetic power delivers quartz accuracy with no battery change, and 6

- month autonomy.
- * Time relay system preserves accurate time for up to 4 years.
 - * Integrated displays of date, month, leap year and 24 hour time.
 - * Accuracy: ± 15 sec. / month
 - * Price: The recommended retail prices vary by model.
 - * In Europe, the approximate price range is from €675 to €725.

Perpetual Calendar: Caliber 6A32

- * Perpetual Calendar, correct until February 28, 2100
- * Year and month display available on demand
- * Accuracy: ± 20 sec. / month
- * Battery life: 3 years
- * Price: The recommended retail prices vary by model.
- * In Europe, the approximate price range is from €295 to €375.

Alarm Chronograph: Caliber 7T62

- * Chronograph times to 60 minutes in 1/5 second increments.
- * Split-time measurement
- * Daily alarm
- * Dual time capability
- * Accuracy: ± 15 sec. / month
- * Battery life: 3 years
- * Price: The recommended retail prices vary by model.
- * In Europe, the approximate price range is from € 395 to €475.

Multi-hand Calendar: Caliber 5Y85

- * Day, date and 24 hour time displayed in three sub-dials
- * Accuracy: ± 20 sec. / month
- * Battery life: 3 years
- * Price: The recommended retail prices vary by model.
- * In Europe, the approximate price range is from €325 to €395.

Wide Calendar: Caliber 7N82

- * Accuracy: ± 15 sec. / month
- * Battery life: 3 years
- * Price: The recommended retail prices vary by model.
- * In Europe, the approximate price range is from €250 to €350.