

March 2005

## To Showcase the SEIKO Spring Drive, a New SEIKO Stand Is Unveiled.

For the 2005 Baselworld Fair, the SEIKO exhibition stand has been renewed, primarily to showcase the launch of the SEIKO Spring Drive. The clean, modern lines of the 2004 stand have been retained in the new design, but the whole construction is completely new, with the SEIKO Spring Drive forming the centerpiece of the more open, more interactive and more informative exhibition of the very best of SEIKO.



The SEIKO Spring Drive represents a quiet revolution in the watch industry, and the new stand is designed specifically to explain precisely why. The caliber itself is displayed in four "port-hole" showcases, each with a model of the four separate sections of the movement, 12 times larger than life size. The 28-year history of its development is chronicled in an exhibition of various drawings, patent applications and prototypes, and the whole Spring Drive story is told in a video presented on a large screen above the front entrance to the stand. Most importantly, however, the unrivalled craftsmanship involved in the building of each Spring Drive watch will be on show, as one of prize winners in the Japan Watch Skill Competition will actually assemble a Spring Drive movement in an "atelier" at the front of the stand. Visitors will see how the 276 parts in Spring Drive movement 5R65 are put together to create this revolutionary timepiece.

The mainstream SEIKO collection is presented with a new prominence in vitrines around the remaining three sides of the stand. The brand vision of Innovation and Refinement is most forcefully expressed in the 5 Elite Collections, which are presented against a new backdrop that echoes the very successful SEIKO retail space program. Pride of place, near the entrance to the stand goes to SEIKO Premier, the all-new collection launched here at Baselworld 2005, which includes SEIKO's most sophisticated dress watch caliber, Kinetic Perpetual. These international collections are presented alongside several series, made expressly for the Japanese market, which demonstrate SEIKO's mastery of mechanical watchmaking as well as the very latest in design.

The new exhibition stand presents a cool, modern and youthful image, as do the new SEIKO communication images for 2005. The new faces of SEIKO's advertising are presented in floor-to-ceiling images, welcoming visitors to look anew at SEIKO's innovative and refined collection for 2005.

The stand was designed in-house by SEIKO's own design team. It is located in the Hall of Dreams (Hall 1.0) at position A 27.

For more information, please contact SEIKO WATCH CORPORATION at Baselworld or at the address below.

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