

Thursday 12th April, 2007

## The SEIKO Pavilion, 2007

Visitors to the SEIKO pavilion at Baselworld 2007 will be met by the sight of a yacht on the open sea! To celebrate the launch of the **Velatura** collection of marine watches, the front of the SEIKO pavilion has been transformed into a wooden deck fully equipped with masts, sails and ropes, and a water slope. **Velatura** is all set to sail!



SEIKO Pavilion 2007

Within this dramatic presentation of the ocean setting, the inner strength of **Velatura** is available for all to see. A 10 x scale model of the **Velatura Kinetic Direct Drive** watch is on display and visitors who wind the watch will see the power transmitted, in real time, on the power reserve dial, just as on each actual **Kinetic Direct Drive** watch. And SEIKO's partnership with the International 49er Class Association is dramatically portrayed in a film that shows this remarkable boat at its very best. In every way, the SEIKO **Velatura** experience at Baselworld 2007 is an interactive experience.



The main theme : New Collection Velatura

Elsewhere on the stand, visitors can see the new **Spring Drive Chronograph** presented alongside a working version of this remarkable new movement, as well as over 30 new designs from SEIKO's other Elite Collections.

All these creations are showcased in new displays that reflect the culture and personality of SEIKO and the stand itself proudly presents the new global advertising campaign.

The SEIKO pavilion is located in the **Hall of Dreams** in position **A27**. Representatives of the media are warmly invited to visit!