

Thursday 12th April, 2007

## **SEIKO Velatura** **A new collection for those who love the oceans**

Baselworld 2007 sees the launch of SEIKO Velatura, an important new marine watch collection that will take its place alongside Premier, Sportura and Arctura as an Elite collection, and which will be the centerpiece of the SEIKO campaign in 2007. SEIKO Velatura is a collection of eleven high performance marine watches for men and women, each of which combines innovation of function with refinement in design. At the heart of the collection are two entirely new calibers, Kinetic Direct Drive and a Yachting Timer, both designed expressly for Velatura and for the needs of professional and recreational sailors alike.



The Velatura collection comprises 11 models, with 4 calibers,  
2 of which are new and designed expressly for Velatura.  
Women's with diamonds Kinetic Direct Drive Alarm Chronograph Yachting Timer  
**SXDA20 SRH005 SNAA93 SPC005**



SEIKO Velatura. The perfect watch for high-performance sailing.

### **Velatura continues a marine watch tradition**

Since the creation in 1965 of its first diving watch, SEIKO has many times accepted the greatest challenge to the watchmaker's skill - the challenge of building watches that can withstand the demands of ocean life. In 1975, SEIKO made the first diver's watch in the world to have a titanium case and to be suited to saturation diving to 600m. Velatura continues a several decade tradition of watches built to take the strain of life on the high sea.

### **Kinetic Direct Drive. The perfect technology to take on energy of the ocean**

Professional and recreational sailors alike require one thing above all else in their choice of watch: reliability. They have to be able to trust their watch to perform, year in and year out, without fear of it winding down or of battery drain. For the most demanding watch users on

the high seas, Kinetic Direct Drive is the ultimate technology of trust. Wear it and it maintains perfect time. It is recharged by the wearer's motion, but Kinetic Direct Drive can also be wound by hand. When winding the crown, the wearer can see the precise amount of energy generated on the Direct Drive indicator. Leave it for a few days and you can wind it to see the power being transmitted to the watch in real time - the perfect re-assurance that the watch is both operational and adequately charged.



Kinetic Direct Drive is the technology to trust for the ocean racer.  
**SRH005**

Kinetic Direct Drive is an expression of SEIKO's emotional technology. It is built to allow maximum interaction with the wearer. It takes its energy from its wearer and allows him or her to relate in real time to its functions. To wear Kinetic Direct Drive is to experience time in a human, visceral and emotionally satisfying way. Like Velatura itself, Kinetic Direct Drive is built for the oceans.

#### **The Yachting Timer**

Sailing a 49er or any other racing yacht is a precision skill in which every wave, every gust of wind and every second is a vital opportunity to gain speed and time. And nowhere is this more important than at the start of a race. The SEIKO Yachting Timer is the instrument the racing sailor needs to hit the mark at the exact second of the start. Designed in consultation with top sailors from around the globe, it has a pre-race timer that sounds at 10, 6 or 5 minutes before the race start. These intervals are clearly shown on the brightly colored dial and the center hand that counts down the minutes and seconds is large, bright red and legible. After the race start, the chronograph takes over automatically and records the elapsed race time. With these race-specific functions and with a separate chronograph and alarm, the Velatura Yachting Timer is set to become the watch of choice for the discerning racer.



SEIKO Velatura Yachting Timer  
**SPC007**

**The inspiration of oceans**



Velatura is built for the oceans and all its design details draw their inspiration from the instruments and mechanisms used on the world's best and fastest yachts. The super-secure crown protection system allows the mechanism to be wound without the crown being unscrewed and pulled out. The bezel screws have the shape of the locks on marine devices, the use of steel and urethane in the bracelet fuses lightness and strength just as racing yachts seek to do and the case back echoes the shape of the wheel on large racing yachts. Every detail is fit for purpose, and every watch is built to endure.

### SEIKO and the 49er Class



The 49er and Velatura will be in action together at the World Sailing Championships in Portugal in July, 2007

World class racing is the ultimate test of a great marine watch, and no class of sailing is more demanding, for a sailor and his watch, than the 49er class. One of the fastest boats on the water, and capable of speeds of over 32 knots, the 49er is a fast-growing Olympic class which now attracts the best young sailors in the world. SEIKO Velatura has been chosen by the International 49er Class Association as its sponsor and watch partner and many of its leading athletes will be relying on Velatura in their 2007 racing. SEIKO is proud to support this dynamic sport and will continue to evolve its future Velatura designs based on the needs, advice and experience of the world's best 49er sailors.

#### New Calibers :

##### Yachting Timer, Caliber 7T84

- Hour and minute hands, small second hand, calendar,
- Mode selector hand
  - Pre-set countdown timer (10/6/5 minutes)
  - Free-set countdown timer
- Minute/second timer hand(center)
- Two hands at 6 o'clock position's functions
  - Minute/Second timer hand
  - Hour/minute chronograph hands
  - Hour/Minute alarm hands
  - Hour/Minute local time hands
- Daily alarm

##### Kinetic Direct Drive, Caliber 5D44

- Hour, minute and second hands with calendar
- Retrograde day-indicator hand
- Direct Drive indicator hand
  - Power reserve indicator function (fully charged to 1 month)
  - Real-time power indicator function showing the generated power status
- Hand winding capability

Specifications:

Kinetic Direct Drive (SRH)

Caliber 5D44

- Case: Stainless Steel (SRH001/SRH003)  
Stainless Steel + Black IP (SRH005)
- Band: Stainless Steel(SRH001/SRH003), Stainless Steel + Urethane(SRH005),  
Three fold clasp with push button release
- Glass: Sapphire crystal with anti-reflective coating
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €950-990

Yachting Timer(SPC)

Caliber 7T84

- Case: Stainless Steel + Black IP
- Band: Stainless Steel (SPC005) with three fold clasp with push button release ,  
Urethane strap(SPC007)
- Glass: Sapphire crystal with anti-reflective coating
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €600-720

Alarm Chronograph (SNA)

Caliber 7T62

- Case: Stainless Steel (SNAA89/91/92)  
Stainless Steel + Black IP (SNAA93)
- Band: Stainless Steel (SNAA89/91/92), Stainless Steel + Urethane (SNAA93), three fold clasp with push button release
- Glass: Sapphire crystal with anti-reflective coating
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €550-590

3 hand with Calendar (SXD)

Caliber 7T82

- Case: Stainless Steel with 36 diamonds
- Band: Stainless Steel with three fold clasp and push button release
- Glass: Sapphire crystal with anti-reflective coating
- Water resistance: 10 Bar
- Retail Price: The recommended retail price in Europe will be approximately €630-670