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SEIKO Kinetic. 20 years of success

It was at the 1986 Basel Fair that SEIKO unveiled its first Kinetic prototype. Introduced under the trial name of 'AGM', it was the first watch in the world to convert kinetic movement into electrical energy. It was the first step in a development that, 20 years later, has made Kinetic synonymous with environmental friendliness, high performance and long-lasting convenience to a generation of users worldwide. From the launch in 1988 of the first commercially available watch (then under the new name AGS) until today, over eight million Kinetic watches have been sold.

The first prototype (1986)

AGS, the predecessor of Kinetic (1988)

Kinetic. A powerhouse of technological innovation
Like mechanical and quartz, Kinetic is a platform. Over the past 20 years, SEIKO has created on this platform a suite of Kinetic movements, each bringing unique features to the consumer. In 1998, Kinetic Auto Relay was released, extending the 'at-rest' operating period of the watch to a remarkable 4 years. 1999 saw the launch of the Ultimate Kinetic Chronograph, a masterpiece which fused the very best of SEIKO's mechanical and electronic watchmaking skills, and in 2003 another Kinetic Chronograph was launched. At Baselworld 2005, the Kinetic Perpetual made its first appearance, combining Kinetic convenience and longevity with a perpetual calendar, correct to the year 2100. The history of Kinetic has been a history of technological advance, resulting in the creation of no less than 21 Kinetic calibers.

Kinetic AutoRelay (1998)
known affectionately as the 'Rhino'!

The Ultimate Kinetic Chronograph (1999)

Innovative Technology. Refined Design.
The uniqueness and boldness of Kinetic's technology has been reflected in the watch designs that incorporate it. In 1998 the distinctive design that became affectionately known as 'the Rhino' presented Auto Relay to the world but, since 1997, it has been Arctura that has truly expressed the essence of Kinetic. Arctura is the signature design in Kinetic, showcasing the advanced and 'natural' technology of

Kinetic in a design that is inspired by nature's arc - streamlined, sleek and unmistakable. For 2007, the Arctura design is refined again, with the addition of G.M.T. models.

Kinetic Chronograph (2003)

Kinetic Perpetual (2005)

The first Arctura (1997)

Kinetic G.M.T. (2007)

The Kinetic revolution continues.
For 2007 the Kinetic story continues to advance with the launch of Kinetic Direct Drive, a whole new generation of Kinetic and a whole new platform for future development. With 20 years of success already behind it, Kinetic enters its third decade stronger than ever and offers to a new generation of watch enthusiasts the most advanced, environmentally friendly and convenient timekeeping technology on earth.

The appeal of emotional technology
A technology base as broad as SEIKO's could lead its engineers in many different directions. For example, the fusion of mobile phone technology with watches could be of interest. The addition of yet more functions and sensors is achievable.

SEIKO, however, has chosen another path. SEIKO believes that the wristwatch is, above all, an intimate accessory. The best watches live in harmony, and interact, with the wearer and its functions offer the user a re-assuring and emotionally satisfying bond.

SEIKO's technological development is focused on the creation of 'emotional technologies'. Emotional technology creates the interaction between the wearer and the product. SEIKO Kinetic Direct Drive makes it possible. It shows direct reaction and reflection of the wearer's action. When the wearer's hand winds the crown, the Real-time power indicator swings to show how much energy is generated at that moment. The wearer touches the watch, sees the movement and feels the pleasure of interaction.

This SEIKO's 'emotional technology' lies behind the introduction of the next generation of Kinetic, Kinetic Direct Drive. Emotional technologies, like Kinetic Direct Drive, are the future of SEIKO.

Kinetic Direct Drive (2007)