

Thursday 12th April, 2007

**The SEIKO Electronic Ink watch for women.
The shape of things to come.**

Last November the 2006 Grand Prix d'Horlogerie de Genève prize for electronic watches was awarded to SEIKO's remarkable Electronic Ink watch, because of its breakthrough display technology. With its ultra-thin profile display, its extraordinary contrast and clarity, and its unrestricted design potential, SEIKO's Electro-phoresis Display watch has captured the imagination of the industry.

For 2007, these unique capabilities have been fused into a delightful bracelet watch for women which is the perfect expression of SEIKO's emotional technology. If the wearer is at work, it can be set to its 'efficiency' mode; the display is informative and easy to read. If, however, the watch is set to its 'mystery' mode, the panel expresses the time in a more imaginative, evocative style. Just pick the style to reflect your mood!



Encased underneath a 360-degree continuous sapphire crystal



The first SEIKO Electronic Ink watch.

The key characteristics of the Electronic Ink watch are;

Ultra high contrast: The display is made up of pure black and pure white particles which allow the same contrast as on a printed page; twice the contrast, in fact, of a LCD panel.

Ultra thin: The display is much thinner than is possible with any conventional watch technology, analog or digital. The display is also flexible, so 'wrist bracelet' or bangle designs are possible.

Low power consumption: The display is readable under very low light conditions, so no backlighting is required. The display also has an inherently stable 'memory effect' that requires no power to retain and sustain the image. For these reasons, battery life is extended.

Unrestricted size: Because of its flexibility and other properties, the display can be of virtually any size and shape. In this design, the display area covers over two thirds of the total surface area of the watch.

Caliber: G300

Time

Hour/minute

Timezone

Day light saving time function

Modes : Time

Animation (5 min/1 hour/12 hours)

Demonstration

Time zone change

Specifications:

Case (bracelet is integrated): High-intensity titanium

Glass: Dual curved Sapphire crystal

Diameter: outside 75.3 mm

Inside 61.5 mm

Width 22.0 mm

Thickness : 6.9 mm

Weight: 80 g

Technology of 'Electronic Ink' by E Ink Corporation

Electronic ink is a proprietary material that is processed into a film for integration into electronic displays. Although revolutionary in concept, electronic ink is a straightforward fusion of chemistry, physics and electronics to create this new material. The principal components of electronic ink are millions of tiny microcapsules, about the diameter of a human hair. Each microcapsule contains positively charged white particles and negatively charged black particles suspended in a clear fluid. When a negative electric field is applied, the white particles move to the top of the microcapsule where they become visible to the user. This makes the surface appear white at that spot. At the same time, an opposite electric field pulls the black particles to the bottom of the microcapsules where they are hidden. By reversing this process, the black particles appear at the top of the capsule, which now makes the surface appear dark at that spot.

