

Thursday 3<sup>rd</sup> April, 2008

## **Arctura. The shape of the most advanced watch technology**

When the Arctura collection made its first appearance in 1997, it made a strong impact with its radical design; Arctura was adventurous, sleek, high-tech and bold.

Today, eleven years later, Arctura is re-born. Still true to its heritage of audacious design, the new Arctura has an aerodynamic profile whose strength bears witness to the power of the Kinetic movements.

The concept of Arctura is the arc, the most emotionally satisfying of the many shapes in our world. The arc might be found in nature, like a rainbow, or it might be in man-made creations like the dome of a Renaissance cathedral. Wherever it is to be found, it is a form that pleases the eye and speaks of continuity, eternity and purity. The new Arctura collection pays homage to the perfection and beauty of the 'arc' with its sleek lines, accentuated curves and circular accents.



**SEIKO Arctura Ultimate Kinetic Chronograph**  
SLQ025, A limited edition of 500.

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### SEIKO WATCH CORPORATION

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Arctura will be at the center of SEIKO's global campaign in 2008. With its 16 different styles and no less than 5 different calibers, the collection embraces timepieces for men and women, for the collector and the sports enthusiast and for lovers of pure design.

### The Ultimate Kinetic Chronograph Caliber 9T82

The now famous 9T82 caliber is perfectly suited to the sleek, modern style of Arctura. Each of the five inner dials is framed by a strong circular ring and they give the whole design an air of clarity and simplicity. Like rain drops landing on water, the dials are bright, alive and beautiful. This watch is offered as a limited edition of 500 pieces and is accompanied by a certificate of authenticity signed by the president, Shinji Hattori.



Each of the 5 sub-dials has its own function,  
to ensure that all the time information is always fully visible

The SEIKO Ultimate Kinetic Chronograph 9T82 combines the reliability and high accuracy of Kinetic technology with the traditional attributes of the mechanical chronograph. One essential characteristic of the best chronographs is the reset responsiveness of the hands. To return each hand to its starting point instantaneously, this model features a heartcam snap-to-zero arrangement, which has always been a feature of the very best mechanical chronographs. To ensure the smooth movement of the hands and an instant date change, 38 rubies are used in the bearings. And a backlash mechanism ensures high-precision movement of the wheels and hands.

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### The Kinetic Chronograph Caliber 7L22

The new Arctura Kinetic Chronograph is the perfect instrument for precision timing, wherever it is needed, on land, on the sea or in the air. With fifteen-second-a-month accuracy and the reassuring certainty that the rechargeable batteries will ensure perfect performance throughout the life of the watch, the Kinetic Chronograph is one of the world's most sophisticated and yet most practical timepieces. In the new Arctura execution, the time of day dial has been enlarged for increased legibility and the sculpted chronograph buttons follow the contours of the case to add to the aerodynamic appeal of the watch.



### SEIKO Arctura Kinetic Chronograph, SNL045

The Arctura Kinetic Chronograph has an enlarged time-of-day dial and the buttons are recessed into the side of the case to create the sleek aerodynamic image of Arctura

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**Kinetic, The six-month Power Reserve with Retrograde Day Indicator**

These creations house a new Kinetic movement which offers a six month power reserve and a retrograde day of the week indicator. The shape of this indicator echoes the arc of the planets in the sky and the passage of time that they measure. The new caliber is Kinetic technology at its pure and simple best. Move, and the watch generates, on its own, the electricity it needs to power the high-accuracy movement. Put it down and its power reserve keeps the watch working at full accuracy for no less than six months.



**SEIKO Arctura Kinenetic with Retrograde Day Indicator  
SRN011**

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**SEIKO Arctura . The women's Kinetic watch comes of age!**

The much-demanded SEIKO Kinetic range for women has arrived. As women often have a wide repertoire of watches, SEIKO Kinetic offers them the ultimate convenience of a long, 6 month power reserve and unfailing accuracy. The new Arctura Kinetic collection for women comprises three models, two with diamond and mother-of-pearl dials.



SEIKO Kinetic arrives in the women's Arctura collection.

SKA899    SKA897    SKA896

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SEIKO



SEIKO Arctura Kinetic Chronograph  
SNL047 SNL045 SNL051



SEIKO Arctura Kinetic with Retrograde Day Indicator  
SRN009 SRN013 SRN007

The new 5M54 movement offers a 6 month power reserve with retrograde day indicator.

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New Caliber :

Kinetic with Retrograde Day Indicator Caliber 5M54

- Automatic Power Generation
- Hour, minute and seconds hands with calendar
- Day calendar display
- Power reserve indicator at the press of button
- Energy duration : 6months

Specifications:

Ultimate Kinetic Chronograph, Caliber 9T82 (SLQ)

- Case : Stainless Steel
- Band : Stainless Steel with three-fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- See-through screw caseback with sapphire crystal
- The recommended retail price in Europe will be approximately Euro4,200
- Limited Edition of 500

Kinetic Chronograph, Caliber 7L22(SNL)

- Case : Stainless Steel
- Band : Stainless Steel (SNL045/047) with three-fold clasp with push button release  
Urethane Strap(SNL049/051)
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Screw caseback
- The recommended retail price in Europe will be approximately Euro650-700

Kinetic with Retrograde day indicator Caliber 5M54(SRN)

- Case : Stainless Steel
- Band : Stainless Steel (SRN007/009) with three-fold clasp with push button release  
Urethane Strap (SRN011/013)
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- Screw caseback
- The recommended retail price in Europe will be approximately Euro490-540

Kinetic Caliber 5M62 (SKA)

- Case : Stainless Steel
- Band : Stainless Steel with three-fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar
- 11 diamonds on mother-of-pearl dial (SKA899/896)
- Screw caseback
- The recommended retail price in Europe will be approximately Euro 370-480

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