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## New calibers and design refinements are the hallmark of the 2008 Premier collection

At the Baselworld 2008, SEIKO Watch Corporation will reveal an entirely new suite of designs for the Premier collection, with new movements and new design refinements that will further extend the appeal of SEIKO's leading dress watch series for both men and women. Premier was first launched in 2005, and has found favor in all international markets, with its unique blend of the classical and the modern.



The new Premier Kinetic Direct Drive. The synthesis of a highly innovative new caliber and a subtly refined classical design.

SRH007

SRH009

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The first of these new Premier watches, to be released to the market in June 2008, is a new Kinetic Direct Drive timepiece, with a retrograde day-of-the-week display. The Kinetic Direct Drive movement was first introduced in the autumn of 2007 in the Velatura collection where it met with considerable success among consumers who appreciate the high-accuracy performance of Kinetic allied to the re-assurance of a hand-winding mechanism and a power reserve. The uniqueness of the mechanism lies in the power reserve. It has a dual function; first, it serves as a traditional power reserve, showing the number of days for which the watch will continue when not worn, and, second, it shows in real time the power imparted to the reserve while the watch is being wound. Kinetic Direct Drive best exemplifies SEIKO's unique 'emotional technology', as it allows the wearer to interact with the watch in a practical, useful and emotionally-engaging way.

The 2008 Premier design is a subtle evolution of its 2007 predecessor. The case is sculpted with a slightly softer profile, but the characteristic architectural feel of each Premier timepiece remains; a modern expression of a classical inspiration.

Premier is where innovation and refinement come together in perfect harmony.

#### Kinetic Direct Drive Caliber 5D44 (SRH)

- Case : Stainless Steel
- Band : Stainless Steel (SRH007) with three fold clasp with push button release  
Leather Strap (SRH009) with three fold clasp with push button release
- Glass : Sapphire crystal
- Water resistance : 10 Bar

For further details of Kinetic Direct Drive, please visit our site [seikowatches.com](http://seikowatches.com)

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