

March 26, 2009

Ananta. The craftsmanship of Katana. The cutting edge of SEIKO.

SEIKO Watch Corporation is proud to announce the launch, at Baselworld 2009, of a new Elite Collection, SEIKO Ananta.

SEIKO Ananta is an exclusive collection of luxury timepieces with Spring Drive and high-grade mechanical movements, targeted at those who truly understand and appreciate fine watchmaking. SEIKO Ananta is a watch designed to deliver a lifetime of delight and satisfaction, as it is supremely comfortable to wear, enjoyable to use and unrivaled in its quality of engineering. SEIKO Ananta is a watch for today and for all time.



The Ananta Spring Drive Chronograph
The only luxury chronograph to measure elapsed time in glide motion

The artistry of Katana

Katana is the ancient art of sword-making. First developed over 800 years ago, the Katana sword is a single sided, curved blade designed to be drawn from its scabbard and used in a single motion. Its legendary sharpness comes from a unique kind of steel and a particular forging process, developed over the centuries, which combines great handcraft skills with the highest technology. Today, Katana swords are still made and prized for their beauty and precision.



The curve of the Katana blade inspires the Ananta profile



The cut of the hands and hour markers is as sharp as a Katana blade

These themes of precision, artistry, parabolic curves and sharpness all find expression in the new Ananta collection. The side of the case has the distinctive Katana curve and a three-stage 'blade' polishing process gives the case its remarkable mirror finish, as smooth and flat as a Katana sword. The long, graceful curve of the case is made possible by a unique construction in which the case back and lugs are crafted from a single piece of steel.

Ananta. The search for the Infinite

Ananta is a Sanskrit word that means 'the infinite'. When the SEIKO product development team embarked on this project, they were given infinite scope to build a watch that embodied the SEIKO vision of "the most technologically advanced craftsmanship in the world". They were allowed to use any movement, or build new ones. They had the freedom to explore any design direction and seek new inspiration wherever they chose. Ananta is the result. A collection that expresses SEIKO's dedication to infinite perfection.



Ananta. Expressing SEIKO's infinite dedication to perfection

Mechanical watchmaking at its finest

Ever since the late 1960's when SEIKO's mechanical watchmaking skills were recognised with the highest ever scores at the Geneva and Neuchatel Observatory competitions, SEIKO has refined its luxury watchmaking skills and has created a steady stream of ever more advanced and perfect movements, including, in 1998, the celebrated 9S caliber used in the Grand Seiko series. Most of these movements were used, until today, in timepieces reserved exclusively for the Japanese market.



With Ananta, SEIKO's high-grade mechanical watchmaking finally arrives on the global stage. The collection includes three mechanical calibers, two of which are new and all of which deliver superlative levels of precision, long term reliability and power reserve.

To see and feel each Ananta mechanical watch is to realize that it is an entirely authentic prestige watch in the mainstream of fine watchmaking. However, SEIKO's approach to mechanical watchmaking is unique. Our movement designers have always sought to satisfy the customer who seeks a 'watch for life'. Over-elaboration is eschewed in favor of a profound level of quality and engineering elegance which increases the precision, longevity and performance of the watch. It also makes after-care easier and delivers functions that are easy to see and simple to use.

The 28800 vph mechanical movements in Ananta embody this 'watch for life' concept.

The 8R28 Automatic Chronograph incorporates column wheel and vertical clutch systems for ultimate timekeeping precision.

The 6R24 Double Retrograde caliber offers day and date retrograde dials in a new layout and, like its companion 6R21, has an extended power reserve of over 45 hours.



The rotor pays homage to the hand-guard on the Katana sword



To make a double retrograde without increasing the movement diameter or overall size required the most advanced MEMS* technology

All three calibers use SEIKO's unique SPRON 510 alloy for the mainsprings to deliver enhanced performance and all three use the Magic Lever system that SEIKO pioneered in 1959 and which still leads the industry today. The Magic Lever dramatically increases the efficiency and speed of the winding of the mainspring.

SEIKO Spring Drive. The quiet revolution continues

With the inclusion of Spring Drive in the Ananta collection, SEIKO opens a new chapter in the story of this remarkable movement. With its unique glide motion and industry-leading accuracy of one second a day, Spring Drive continues to re-define luxury watchmaking. Leading the Ananta collection is the Spring Drive Chronograph, the only luxury chronograph to measure elapsed time precisely, and not to the nearest tick. Alongside the chronograph is a Spring Drive GMT in which the extended power reserve of 72 hours is expressed in a Katana-blade shaped sub-dial.



The Spring Drive Chronograph:
416 components and 50 jewels

Ananta opens a new chapter in SEIKO's history

SEIKO Ananta is a landmark collection whose arrival heralds an important new step forward for the whole SEIKO brand.

It is the first Elite Collection designed for the luxury watch market.

It is the first Elite Collection to be marketed both internationally and in Japan.

It includes 2 new calibers.

It is the first Elite Collection to include Spring Drive,
and, most importantly,

It is the first SEIKO collection to showcase SEIKO's high-grade mechanical watchmaking artistry.

With Ananta, SEIKO announces its long term aspiration to be a leading 'manufacture', and to offer the world's most advanced craftsmanship to those who truly appreciate fine watches.

* MEMS: Micro Electro Mechanical System

New calibers:

Caliber 6R21: Multi-hand Automatic

Hour, minute and second hands

Indicators for day and date

Power reserve indicator

Diameter: 27.4mm

Depth: 6.0mm

29 jewels

28,800 vibrations per hour

Power reserve of more than 45 hours

Caliber 6R24: Double Retrograde Automatic

Hour, minute and second hands

Retrograde indicators for day and date

Power reserve indicator

Diameter: 27.4mm

Depth: 6.0mm

31 jewels

28,800 vibrations per hour

Power reserve of more than 45 hours

Specifications:

Spring Drive Chronograph

Caliber 5R86

Case: Stainless steel with black hard coating

See-through case back with sapphire crystal

Band: Stainless steel with three-fold clasp with push button release (SPS007)

Crocodile with stainless steel three-fold clasp with push button release (SPS009)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 5,500

Spring Drive GMT

Caliber 5R66

Case: Stainless steel with black hard coating

See-through case back with sapphire crystal

Band: Stainless steel with three-fold clasp with push button release (SNR019)

Crocodile with stainless steel three-fold clasp with push button release (SNR021)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 3,700

Automatic Chronograph

Caliber 8R28

Case: Stainless steel with black hard coating

See-through case back with sapphire crystal

Band: Stainless steel with three-fold clasp with push button release (SRQ003)

Crocodile with stainless steel three-fold clasp with push button release (SRQ005)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 2,700

Double Retrograde Automatic

Caliber 6R24

Case: Stainless steel

See-through case back with sapphire crystal

Band: Stainless steel with three-fold clasp with push button release (SPB013)

Crocodile with stainless steel three-fold clasp with push button release (SPB015)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 2,000

Multi-hand Automatic

Caliber 6R21

Case: Stainless steel with black hard coating

See-through case back with sapphire crystal

Band: Stainless steel with three-fold clasp with push button release (SPB017)

Crocodile with stainless steel three-fold clasp with push button release (SPB019)

Glass: Sapphire crystal with anti-reflective coating

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 1,800