

March 26, 2009

Arctura. Aerodynamic design. Kinetic technology.

The 2009 Arctura collection builds on the success of the new Arctura, launched at Baselworld 2008. The Arctura range had always been synonymous with smoothly curved design and Kinetic technology, but in 2008, a new more streamlined Arctura made its debut and was well received throughout the world. So, for 2009, the same themes of aerodynamics and advanced technology are at the core of the new designs, but are expressed in a wider range that includes eight new models for men and women.

Imagine a watch that sleeps, awakes and remembers

The 2009 Arctura Kinetic Perpetual is a masterpiece of understated intelligence. Its sleek exterior and calm, refined dial design combine to create a watch of restrained elegance. There is, however, nothing minimalist about the technology within. The longevity of Kinetic is allied to a perpetual calendar correct to February 28, 2100 to create a watch that is as low maintenance as any on earth. It even incorporates the remarkable Kinetic Auto Relay function, which allows the watch to go into 'sleep' mode after 24 hours of inactivity. While asleep, the hands stop, but the watch remembers the time for up to four years, and the hands re-set automatically to the exact time as soon as the watch is worn again.



The Arctura Kinetic Perpetual.
It sleeps, awakes and remembers.

The Arctura Kinetic Chronograph

SEIKO's unique Kinetic technology also graces the Arctura chronograph for 2009. The dial layout remains unique, with the time of day dial clearly separated from the chronograph minute hand for maximum ease of use. The case and dial design reflect exactly the aerodynamic nature of Arctura, built to sit smoothly on the wrist, with each element expressing the arc that gives the watch its name.



The Arctura Kinetic Chronograph.
Sleek lines and a smooth contour.

Specifications:

Kinetic Perpetual

Caliber 7D48

Case: Stainless steel (SNP029/031)

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

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 810

Kinetic Chronograph

Caliber 7L22

Case: Stainless steel (SNL060)

Band: Urethane strap with stainless steel buckle

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 880

Alarm Chronograph

Caliber 7T62

Stainless steel case and urethane strap with stainless steel buckle (SNAD10)

Stainless steel with black hard coating case and bracelet with three-fold clasp with push button release (SNAD11)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 630

Women's

Caliber 7N82

Case: Stainless steel with mother-of-pearl and 12 diamonds on the dial (SXDB77/B78)
Stainless steel (SXDB79)Band: Stainless steel with three-fold clasp with push button release (SXDB77/B78)
Leather strap with stainless steel buckle (SXDB79)

Glass: Sapphire crystal

Water resistance: 10 bar

Approximate recommended retail price in Europe: Euro 290-450