

August 2009

## The new SEIKO website tells the SEIKO story

For 2009, the SEIKO global website has been re-engineered to provide visitors with a more complete experience of SEIKO; its story, its products and its services are all presented in an easy-to-access format.

Highlights of the new site include:

- A new section that tells the story of SEIKO in a series of short anecdotes.
- A new chapter about the Ananta collection, being launched this September

In addition to the global website, a special site dedicated to the new collection Ananta has opened.

The global website address is unchanged, [www.seikowatches.com](http://www.seikowatches.com).

The Ananta site is [www.seiko-ananta.com](http://www.seiko-ananta.com).

## The new SEIKO communication

The website showcases the new suite of communication images that were recently launched worldwide. The new face of SEIKO is presented under the theme “SEIKO, Dedicated to Perfection.”

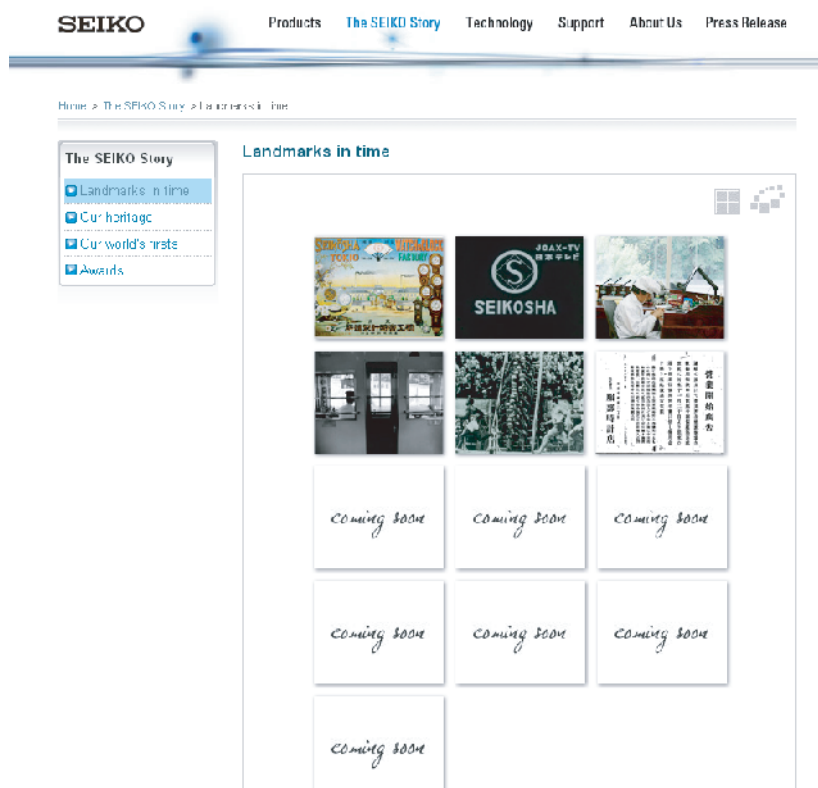


Landing page of the new SEIKO global website.

## Landmarks in time

The story of SEIKO is made up of landmark events that define today's brand and its products. The "SEIKO Stories" in this section of the site give insights into what makes SEIKO special.

For example, one tells the remarkable story of SEIKO's creation of a whole new generation of timing devices for the 1964 Olympic Games when SEIKO served as an official timer, while another introduces the two "fine watch studios," where SEIKO's most prestigious timepieces are made.



Home &gt; The SEIKO Story &gt; Landmarks in time

## The SEIKO Story

Landmarks in time

Our heritage

Our world's firsts

Awards

## Landmarks in time

## Timing world sport, since 1964

Close



SEIKO first served as the official timer at the Tokyo Olympic games in 1964. Flawlessly, SEIKO built no less than 1,276 timing and scoring devices from scratch, and had made several advances in time-keeping technology including an entirely new type of mechanical stopwatch that was more accurate than any other of its generation, and the Crystal Quartz Chronometer, which with an accuracy of 0.2 seconds a day, represented a vital stage in the development of the quartz watch.

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Home &gt; The SEIKO Story &gt; Landmarks in time

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## Landmarks in time

## Two watchmaking studios

Close

The highly esteemed responsibility of making SEIKO's finest time pieces is shared by just 240 craftsmen, who work in the beautiful mountainous areas of central and northern Japan. At the Shizuoka-shi Studio near Morooka, 60 craftsmen, 16 of whom have earned 'Master Craftsman' status, manufacture mechanical watches of extraordinary beauty and precision.



Located near the Japan Alps, the Shinshu studio in Shiojiri creates mechanical and Spring Drive timepieces including the Spring Drive Sonnette and the Spring Drive Spacewalk that have attracted huge interest and demand at the Baselworld Fairs of recent years.

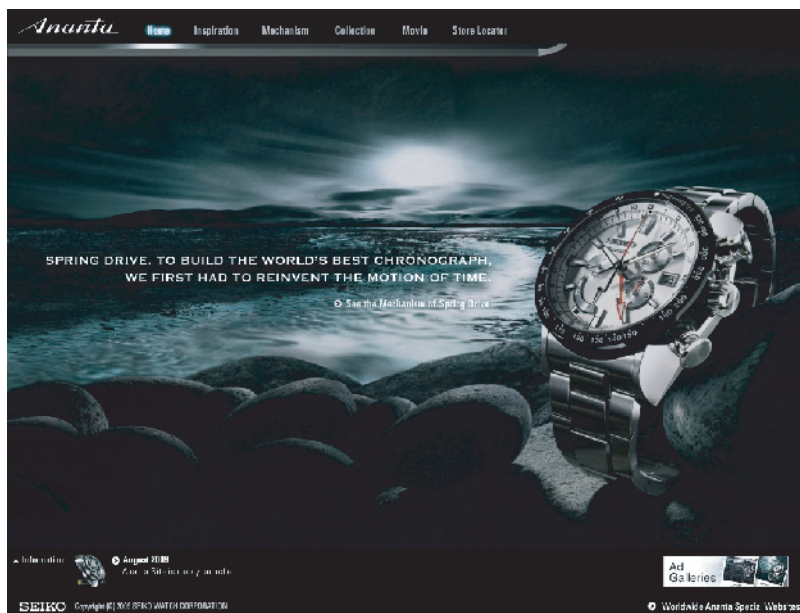


Let's meet some of these very skillful craftsmen.

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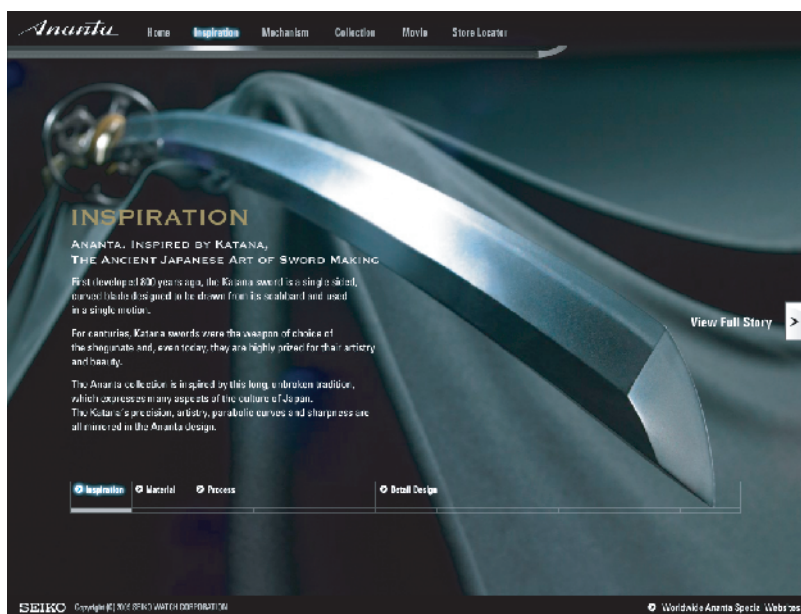
## The Ananta site

The Ananta collection will be launched this September in every region of the world. The Ananta site is now available in English, and it soon will be in Japanese. National sites will open around the market launch in September.



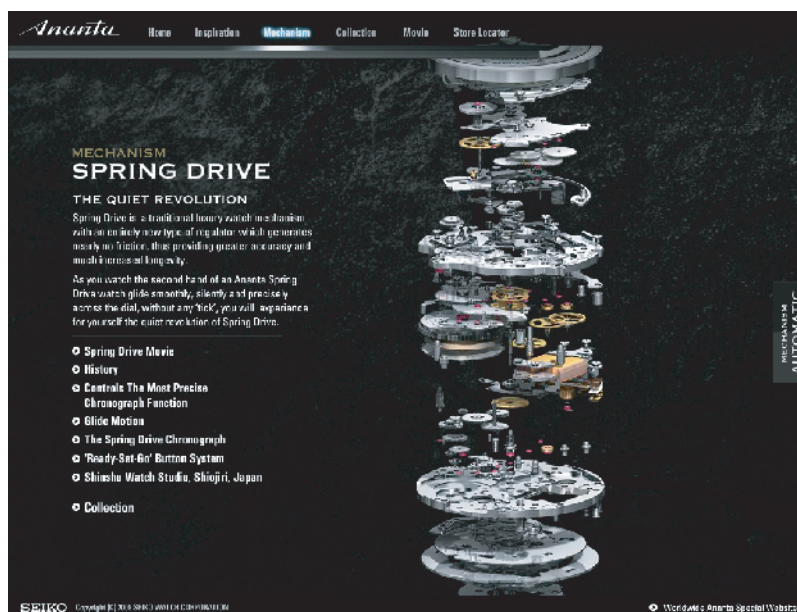
The site has five parts.

The “Inspiration” section describes how the design was created, using the Japanese art of sword-making, Katana, as its inspiration.





The “Mechanism” section gives full technical details of the Spring Drive and Automatic movements that make Ananta unique.



The “Collection” section presents the individual features and designs of each watch. The “Movie” section contains a film of the Ananta world and, finally, the “Store Locator” directs consumers to those retail partners selected to present Ananta. The site can be accessed through the SEIKO global website or at [www.seiko-ananta.com](http://www.seiko-ananta.com).