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**The new SEIKO Quartz Astron:
A demonstration of SEIKO's four decades of
dedication to the perfection of the quartz watch.**



The SEIKO Quartz Astron 40th Anniversary Commemorative Edition

The 40th Anniversary of Quartz

In December 2009, SEIKO started a year of celebrations marking the 40th anniversary of the launch of the world's first quartz watch, the SEIKO Quartz Astron. The celebration of this important anniversary started with an exhibition last December in Tokyo of 40 new designs, all inspired by the original Quartz Astron. Today, at Baselworld 2010, the celebrations reach their zenith with the launch of a totally new Quartz Astron, a watch that is both true to the heritage of the original but which, in its innovation and refinement, sets a new standard for the whole technology of quartz timekeeping.

In 1969, the original Quartz Astron was the first watch in the world to use quartz technology, and it changed the way the world told time. Today, four decades later, the new Quartz Astron redefines the precision, power and durability of the quartz watch with 10-second-a-year accuracy, instantaneous date change, a high-torque stepping motor, and super-precise alignment of the second hand. The new Quartz Astron is the latest expression of SEIKO's dedication to perfection.

* Please refer to Press Information #RLS0912-01 for the background story of the 1969 Quartz Astron
http://www.seikowatches.com/press/2009/dec_rls0912-01.html

Is Caliber 9F the best quartz movement ever built?

The new Quartz Astron houses the SEIKO quartz caliber, 9F62, which may well be the most advanced quartz caliber ever built. It uses entirely new technologies to control accuracy, to allow the use of heavier and longer hands, and to increase the watch's longevity.

The new Quartz Astron is accurate to a remarkable 10 seconds a year.

This is achieved by the use of specially selected quartz crystals whose precision at different temperatures is individually monitored over several weeks. The performance characteristics of each crystal are then fed into the watch's IC, which then compensates for any variation throughout the life of the watch, thereby ensuring the extreme accuracy of the movement.

The new Quartz Astron is more reliable than any other quartz watch.

In the design stages, important steps were taken to ensure that accuracy is maintained at this high level throughout the long life of the watch. The movement is enclosed in a super-sealed cover so that no dust enters the mechanism to ensure long-term reliability.

The new Quartz Astron looks like a mechanical watch.

At first glance, any watch expert would think that the new Quartz Astron is a mechanical watch as the hands are larger and therefore heavier than on any conventional quartz watch. In fact, the use of larger hands is made possible by the use of a unique IC that delivers two pulses per second, rather than the one on most of the quartz movements.

The new Quartz Astron's display of time is as precise as its timekeeping.

To do justice to the high accuracy of the movement, every aspect of the watch's display of time is at a new and higher level of precision. While in most analogue watches, the date change is gradual and takes several hours to complete, the calendar for this caliber changes within just five minutes of midnight and the change itself is instantaneous. Thanks to a special lever, it is completed in a mere 1/2,000 of a second, faster than the eye can see! Similarly, while the second hand in every conventional quartz watch trembles slightly as it moves, in 9F62, this trembling is minimized by means of a backlash auto-adjustment mechanism.

The power of synergy

The new Quartz Astron could only be built by SEIKO. To create the 9F62 caliber required complete mastery of both electronic and mechanical timekeeping. Indeed, it is the synergy of these two areas of expertise that has made possible the advance in accuracy and reliability. For example, to make the second hand align exactly to the markers required the addition of a "backlash auto adjustment system" based on a balance spring. It is perhaps ironic that it was SEIKO's skills in high-grade mechanical watchmaking that have allowed advances in quartz watch. Such is the power of synergy.

A design that respects the legend

The design of the new Quartz Astron pays elegant homage to the original. Not only is the case shape reminiscent of that of its 1969 predecessor, but a careful study of the dial will reveal that the quartz symbol that graced the original dial is duplicated throughout the dial pattern, and the original SEIKO "S" symbol is embossed on the crown. The case back carries the legend: "SEIKO Quartz Astron The Commemorative Edition" and its own unique serial number, demonstrating the each is part of the limited edition of just 200 pieces.

Specifications:

SEIKO Quartz Astron The Commemorative Edition
Ref. S23617J1

Caliber 9F62

Hour, minute and second hands

Date calendar

Instant calendar change mechanism

Backlash auto adjustment system

Battery life indicator

Dimensions: 26.8 mm (12 - 6 o'clock) x 26.0 mm (3 - 9 o'clock)

Depth: 3.1 mm (without battery)

Number of jewels: 9

Accuracy: +/- 10 seconds per year

Battery life: 3 years

Case: High-intensity titanium

Band: Silicone with stainless steel buckle

Extra band: Crocodile with black hard-coated stainless steel three-fold clasp with push button release

Glass: Curved sapphire crystal with anti-reflective coating

Water resistance: 10bar

Magnetic resistance: 4,800 A/m (60 gauss)

Approximate recommended retail price in Europe: Euro 4,300

Limited edition of 200