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SEIKO Solar. A bright idea that is kind to nature.

The new SEIKO Solar collection responds to the two of the most significant trends in the watch market of today, the consumers' demand for added value and their determination to ensure that every purchase has an environmental justification.

Tangible value & added value

SEIKO Solar technology offers a new level of truly tangible value in the form of additional functionality at prices broadly equivalent to those of SEIKO's basic quartz watch collection. The additional functionality delivers real advantages to the consumer. Each watch has all the qualities of a regular quartz watch (including +/-15 seconds a month accuracy), but also most of them offer a power reserve of 6 to 12 months, an extended service interval, a quick start mechanism and, best of all, no battery change is ever required on any SEIKO Solar watch.

In terms of value for money, SEIKO Solar is very competitively priced, with no less than 81 models ranging from US\$180 to 300. When compared to similar products in the market or when compared to any regular quartz watch, the value for money is evident.

The environmental consideration

It is a commonplace truth that consumer buying all over the world is increasingly affected by environmental concerns, but it is notable that the 'green' dimension has not, until now, greatly impacted the watch industry, no doubt because consumers, quite correctly, do not see watches as a major source of environmental damage. However, things are now changing, as we see from the ever-increasing demand for SEIKO Kinetic, the only watch in the world to generate its own electricity by movement, and from the steadily increasing popularity of mechanical watches in the medium, as well as the upper, price segment of the market. The launch of SEIKO Solar recognizes this change in consumer mood. As no battery change is ever required, each SEIKO Solar watch makes an environmental contribution by avoiding the pollution involved in the manufacture and disposal of cell batteries. It may not be a huge contribution but today's consumer takes the view that every little helps!

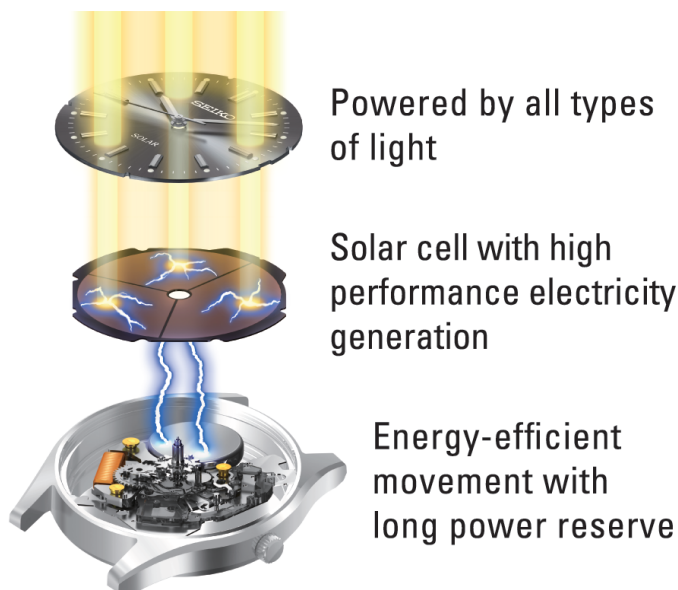
The SEIKO Solar collection

There are 81 models in the collection, 37 for men and 44 for women. All of the models have one important attribute in common, the purity of color of the dials. Thanks to SEIKO's advanced solar technology, the dials no longer have to be semi-transparent. As a result, the white dials are truly white, the black dials are truly black, and the blue are truly blue. Indeed, the only indicator that the collection is solar powered is the discreet 'SOLAR' name on the dial.

The inside story

The appeal of this new generation of SEIKO Solar watches lies in the simple practicality of the new SEIKO Solar technology:

- The watches are powered by all kinds of light, not only sun light.
- The watches charge very quickly. In most SEIKO Solar calibres, just two minutes of sun light delivers one day of charge and the watch is fully charged after three hours.
- The watch retains the charge for an extended period. When worn regularly, the watch will remain fully charged, of course, but even if left in pitch blackness for six months, (or 12 in some models) the watch continues to work normally.
- If the watch is without power, it will start to operate completely normally after just eight minutes of exposure to sun light (30 minutes for some models).
- Because no battery change is ever required, the watch is virtually maintenance free. While we recommend occasional servicing as with any watch, the wearer can rely on the full operability of the watch for an extended period with no fear of the battery draining - ever!



SEIKO. Solar watch experts since 1977

SEIKO. The environmentally-friendly watch company

SEIKO Solar is an added value quartz technology, one of four watch technologies that SEIKO offers to the world, the others being Spring Drive, Kinetic and, of course, mechanical. In the development of each technology, SEIKO has always placed a high priority on environmental considerations.

Spring Drive:

This revolutionary technology requires no battery or external power source. Driven by a mainspring, Spring Drive is a luxury mechanical watch with an entirely new type of regulator. As a result, there is no environmental impact of any kind.

Kinetic:

Only SEIKO has mastered the challenge of generating electricity from the kinetic movement of the wearer's wrist. This electricity is stored in a self-recharging battery that needs much less frequent replacement than the conventional cell battery in a quartz watch, a major advance in 'green' watchmaking.

Quartz:

Since 1969 when SEIKO launched the world's first quartz watch, SEIKO has constantly improved the energy efficiency of its quartz movements so as to reduce the frequency of battery exchange. Today's SEIKO quartz watches use just 5% of the energy used by the 1969 Quartz Astron. Furthermore, all SEIKO watches contain batteries made by SEIKO at its own CFC* free facilities and, critically, these batteries are entirely mercury-free. SEIKO is, to date, the only watch company to produce its own mercury-free batteries.

Mechanical:

Of course, SEIKO mechanical watches need no external power source, and the technology is inherently kind to the environment.

Solar:

By eliminating the need for battery change in a quartz watch, SEIKO Solar makes an obvious and important contribution to the cause of a healthier planet. SEIKO was an early pioneer in Solar technology, with its first Solar watch being launched in 1977.

* Chlorofluorocarbon