

March 5, 2012

Seiko Astron. The world's first GPS solar watch.

The watch that understands all the 39 official time zones.

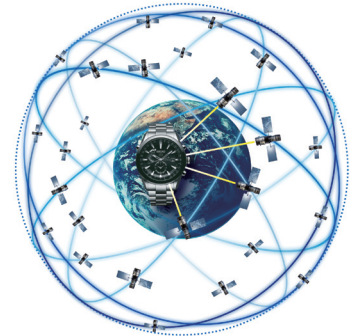
At last, the search for totally precise time, everywhere on the planet, is over. By developing our own, patented, low-energy-consumption GPS receiver, Seiko has been able to create a watch that can receive GPS signals and identify time zone, time and date data using the global network of GPS satellites. It recognizes all the 39 time zones on earth. This breakthrough timepiece is called Seiko Astron. Like its celebrated 1969 predecessor which was the world's first quartz watch, the new Seiko Astron developed under the supervision of Seiko Epson Corporation, ushers in a new age of timekeeping technology. Seiko Astron will be released simultaneously in all markets of the world this autumn. Could this be the most intelligent watch ever built ?



Seiko Astron GPS Solar. The world's first truly global watch.

Accurate time, anywhere on earth.

Once a day, Seiko Astron receives the time signal automatically and, on demand, connects to four or more of the GPS satellites that orbit the earth, thus pinpointing its position and identifying the time zone and the exact time. The hands adjust automatically to the correct local time with Atomic Clock precision. The new Seiko Astron is solar powered, so never needs a battery change, and it also has a perpetual calendar, so the date will always be as accurate as the time.



No part of the planet is beyond the reach of the GPS satellite network.

A complete collection, with innovation in every detail

Seiko Astron is not just a watch. It's already a collection. There are three models in high-intensity titanium, which is stronger than stainless steel but has only 60% of its weight, and two in stainless steel. All have ceramic bezels, the same functions and high specifications, including a dual time sub-dial, in-flight mode indicator and sapphire crystal with Super-Clear Coating*.

The elegance and legibility of the dials disguise the richness of the information that can be displayed. In addition to the traditional date and dual time displays, the status of the GPS signal is indicated by the second hand and indicator at 10 o'clock position when the appropriate button is pressed. At a glance, you see whether a GPS signal has been received, and from how many satellites and whether Daylight Saving Time is activated.

The secret is in energy management

Why now and why Seiko? To combine Seiko's solar technology with GPS required years of painstaking and ground-breaking R&D by Seiko Epson Corporation, which has resulted in no less than 100 patent applications. Only Seiko's advanced energy-efficiency technology could invent the miniature GPS receiver that requires so little energy to receive GPS signals from four or more satellites. Only Seiko's unrivalled skills in micro-engineering could package this technology into a watch that is just 47 mm in diameter and weighs about 135 grams (with high intensity titanium case and bracelet). And only Seiko's advanced IC circuitry expertise could make it possible for the watch to divide the world into one million 'squares' and allocate a time zone to each.

Convenient, simple and easy to wear.

Seiko Astron may be intelligent, but to wear it is a simple joy. When you step off a plane, just press the button and the time and time zone adjust automatically. It takes six seconds or a little more for the time to self-correct (to better than one second every 100,000 years!) and 30 seconds or a little more for the time zone, and the adjustment takes place whether you are stationary or on the move. So, if you can see the sky, you will know the time. The adjustment to or from Daylight Saving Time or Summer Time is also a one-touch operation, and the date is also always exact; Seiko Astron's perpetual calendar is correct until February, 2100. The ease of use is further enhanced by Seiko's solar technology which ensures that maintenance is never an issue. The watch takes power from all kinds of light and never needs a battery change.

Never before has time management been so simple. Wherever you travel, the new Seiko Astron will keep you on time. Effortlessly.



The Seiko GPS Solar Astron collection comprises designs in both high-intensity titanium and stainless steel.

*sapphire crystal with Super-Clear Coating.

Our proprietary newly-developed anti-reflective coating, applied on both the front and back of the glass.

It prevents 99% of light reflection and allows the dial to be easily legible, even in bright light.

Specifications:

Seiko Astron GPS Solar

Caliber 7X52

GPS controlled time and time zone adjustment

Hour, minute and second hands

Date calendar

Perpetual calendar correct to February 2100

Signal reception result indication

World time function (39 Time Zones)

Daylight Saving Time function

Power saving function

Accuracy: +/-15 seconds per month

(without receiving a time signal and in temperatures between 5°C and 35°C)

Case: High-intensity titanium with black hard coating with ceramic bezel (SAST007)

High-intensity titanium with ceramic bezel (SAST003/005)

Stainless Steel with ceramic bezel (SAST009)

Stainless Steel with black hard coating with ceramic bezel (SAST011)

Case diameter: 47.0 mm, thickness: 16.5 mm

Band: High-intensity titanium with black hard coating with three-fold clasp with push button release (SAST007)

High-intensity titanium with three-fold clasp with push button release (SAST003/005)

Extra-strength silicon with three-fold clasp with push button release (SAST009/011)

Glass: Sapphire crystal with Super-Clear Coating

Water resistance: 10 bar

Magnetic resistance: 4,800 A/m

Recommended retail price in Japan: JPY 152,250 – 210,000

For further information: Public Relations & Advertising Dept.

Seiko Watch Corporation

Tel: +81-3-6739-2151 Fax: +81-3-6739-2071

eMail: seiko-pr@seiko-watch.co.jp