

March 27, 2014

## The Seiko Astron GPS Solar Chronograph. The Astron revolution gathers pace



SSE003

### GPS Solar technology: a global success

Astron GPS Solar has been an outstanding success since its launch in September 2012, with its huge global acceptance giving proof positive of the global demand for a watch that adjusts to time zones.

At Baselworld 2014, the Astron collection is widened by the launch of a second-generation caliber that offers new functionality and new design possibilities. The Astron revolution is truly gathering pace.

### Seiko GPS Solar caliber 8X82

The new Astron caliber shares all the core characteristics of the hugely successful caliber 7X52. Using just the power of light, it connects to the GPS network and tells time with atomic clock precision, adjusting at the touch of a button to every time zone on earth. In addition, the new caliber offers four new features that have been developed in response to ideas suggested by retail partners and customers worldwide. The new caliber does not replace the current one. It is an addition, designed to attract new consumers to the fast-growing world of Astron.

- Chronograph:** The new caliber offers a 6 hour chronograph whose operation could not be more simple.
- Smaller:** The new case size is 30% smaller, and the watches' dimensions ( 44.6mm × 13.3mm) are now the same as most mainstream multi-function watches. This new size, which opens out many new design possibilities, has been achieved by a new advance in Astron's energy-saving technology which allows the watch to connect to the GPS network with a smaller antenna.
- Easier:** The simple 'one-touch' operation of the GPS function has not changed; just press one button for six seconds and Astron's GPS function is activated. However, the secondary functions (manual time zone selection etc) have been made more accessible and more intuitive thanks to the new electronic setting function of the crown.
- More colors:** The classic Astron black dial is available in the new design, but new color dials are now possible, thanks to a new dial with extremely high light penetration capacity. For 2014, blue and white dial versions are available.

### The new Astron flagship Limited Edition

The new caliber is offered in eight new variations, four in steel and four in titanium with super-hard coating. In addition, a flagship Limited Edition Astron is presented at Baselworld 2014. Featuring a titanium case with super-hard coating, white dial and faceted ceramic bezel, it is both recognisably Astron and yet distinctively new. It is offered with both a titanium with super-hard coating and black ceramic bracelet and black crocodile strap, making Astron as versatile as it is unique. Just 7,000 pieces will be made in this Limited Edition, each with its own serial number engraved on the case back.



SSE001 Limited Edition



Serial number on the case back



Special "Lighter-cut" type crown



### The Astron revolution continues

Now with two calibers and 26 models, the Astron revolution takes another important step forward here at Baselworld 2014. No watch on earth could better express Kintaro Hattori's vision that Seiko should always be "one step ahead of the rest." To connect to the GPS network using just the power of light was already a miraculous achievement. To add a chronograph and an electronic setting function in the crown, all in a smaller case size, demonstrates that Astron is re-defining the industry's idea of what a watch can deliver. The 2014 Astron collection sets a new world standard in electronic watchmaking.



SSE005



SSE007



SSE009



SSE011



SSE013



SSE015



SSE017

Caliber Specifications: 8X82, GPS Solar Chronograph  
 GPS controlled time and time zone adjustment  
 Chronograph up to 6 hours in 1/5 second increments  
 Perpetual calendar correct to the year 2100, Signal reception result indication  
 World time function (40 Time Zones), Daylight Saving Time function, Power save function  
 Accuracy: +/-15 seconds per month (without receiving a time signal and at temperatures between 5°C and 35°C)

Specifications: SSE001

- Case Diameter 45.0mm, Thickness 13.3mm  
Titanium with super-hard coating with ceramic bezel  
Water resistance 10 Bar, Magnetic resistance 4,800 A/m
- Band  
Both a crocodile strap and a titanium bracelet are attached  
Titanium with super-hard coating with black ceramic bracelet with three-fold clasp with push button release
- Glass  
Sapphire crystal with super-clear coating

Remarks

- Approximate recommended retail price in Europe: Euro 3,300
- Limited edition: 7,000 pieces
- Available from September 2014

Specifications: SSE003, 005, 007, 009

- Case Diameter 44.6mm, Thickness 13.3mm  
Titanium with super-hard coating with ceramic bezel (SSE003, 005, 007)  
Titanium with black hard coating with ceramic bezel (SSE009)  
Water resistance 10 Bar, Magnetic resistance 4,800 A/m
- Band  
Titanium bracelet with super-hard coating with three-fold clasp with push button release (SSE003, 005, 007)  
Titanium bracelet with black hard coating with three-fold clasp with push button release (SSE009)
- Glass  
Sapphire crystal with super-clear coating

Remarks

- Approximate recommended retail price in Europe: Euro 2,400
- Available from September 2014

Specifications: SSE011, 013, 015, 017

- Case Diameter 44.6mm, Thickness 13.3mm  
Stainless steel with super-hard coating with ceramic bezel (SSE011, 015)  
Stainless steel with black hard coating with ceramic bezel (SSE013, 017)  
Water resistance 10 Bar, Magnetic resistance 4,800 A/m
- Band  
Stainless steel with super-hard coating with three-fold clasp with push button release (SSE011)  
Stainless steel with black hard coating with three-fold clasp with push button release (SSE013)  
Extra-strength silicon with three-fold clasp with push button release (SSE015, 017)
- Glass  
Sapphire crystal with super-clear coating

Remarks

- Approximate recommended retail prices in Europe: Euro 1,900 (SSE011, 013) and Euro 1,800 (SSE015, 017)
- Available from September 2014