Baselworld 2014 SEIKO

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Seiko Prospex. Serious watches for serious sports

For true watchmakers, adventure sports, whether on the sea, on land or in the sky, present the greatest challenges of all. Since Seiko made its first diving watch in 1965, Seiko has been exceeding the expectations of those whose sports require watches with truly professional specifications. Now, Seiko Prospex brings together all Seiko's sports watch expertise in one collection.



From 1,278 timing devices in 1964 to pioneering in sports watch technology

In 1964, Seiko announced itself on the world stage of sports timing technology with a whole new generation of timing and scoring devices that set a new standard. The multi-sport suite of timing, scoring and display systems comprised no fewer than 1,278 devices in all. Ever since, the challenge of sports has inspired Seiko to create new technologies, new materials, new functions and new display systems to serve the needs of true sports enthusiasts worldwide.

In particular, Seiko pioneered several features in diver's watches that are now widely accepted as setting the global standard, including the 'accordion' or corrugated style strap, the wide arrowshaped hands for extra legibility, and the two-piece case construction for added security. Similarly, in aviation watches, Seiko invented the trigonometric slide rule that allows pilots to make complex calculations in flight.

With its new Diver's and Aviation watches, Prospex is the latest expression of this long tradition.

The Prospex Diver's watch

The new Prospex Kinetic GMT Diver's uses the same double case system as the legendary 1975 model, but it does so in a modernized and stylish way. As the name Prospex implies, it has a professional specification, with 200m water resistance, but it also has a design flair that makes it unique, as is clear from the window in the side of the outer case through which you can see the inner case.

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The dial is designed uniquely with legibility in mind. The professional level of the specifications becomes clear when you study the details, the 3 dimensional hour markers, the anti-reflective coating on the sapphire crystal and the precise and secure operation of the uni-directional bezel.

The caliber is Kinetic, the perfect technology for diving as it combines 1 second a day precision with the certainty of Seiko's unique no-battery-change Kinetic technology.



Kinetic GMT Diver's SUN019

It is available with a steel bracelet or with a silicon strap, designed for strength, flexibility and longevity. The Kinetic GMT Diver's is true to the Seiko tradition, but is updated with the very latest in design and technology.

The Prospex Aviation Solar Chronograph

The Prospex Aviation Solar Chronograph is a modern reinterpretation of a Seiko classic. In 1972, the Seiko Flight Computer set a new standard in aviation watches and began a tradition in this area that is today renewed with a solar aviation chronograph of high specifications.

The slide rule allows calculations of distance, fuel and oil consumption and speed, while the chronograph measures elapsed time for up to 60 minutes. Powered by light alone, this remarkable watch delivers what pilots need most, complete reliability throughout their flight.



Aviation Solar Chronograph SSC261

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Perfect timing and reliability on the sea, on land and in the sky

Adventure sports know no boundaries. Whether for use on the sea, on land or in the sky, the adventure sports enthusiast will find the Prospex watch that meets the challenge and delivers precision and reliability in even the most adverse conditions. Prospex is built to perform and built to last. The collection is broad in the range of sports watches it includes, incorporating all Seiko's technologies, Kinetic, solar, quartz and mechanical, and in its price range, with models starting at 300 Euro and going up to 3,000 Euro for the 1000 meter saturation diving watch. Seiko Prospex is Seiko's first new mainstream Elite collection for seven years and takes its place alongside Sportura and Velatura as an important new reference point in the world of sports watches.

Specifications: SUN019 Kinetic GMT Diver's

Caliber 5M85 Kinetic GMT

Powered by the movement of your body Power reserve: Approximately 6 months

Power reserve indication at the press of a button GMT hand with easy hour hand adjustment function

Instant-start function

Accuracy: +/-15 seconds per month (at temperatures between 5°C and 35°C)

Case

Diameter: 47.5mm Stainless steel case

Water resistance: 200m Diver

Band

Stainless steel with three-fold clasp with secure lock, push button release with extender

· Glass

Sapphire crystal

Remarks

· Recommended retail price in Europe: Euro 660

Specifications: SSC261 Aviation Solar Chronograph

· Caliber V175

Stopwatch up to 60 minutes in 1/5 second increments

Accuracy: +/-15 seconds per month (at temperatures between 5°C and 35°C)

Duration of operation after fully charged: Approximately 6 months

Case

Diameter: 46.1mm

Stainless steel case, Screw case back

Water resistance 10 Bar

· Band

Stainless steel with three-fold clasp with push button release

Glass

Sapphire crystal

Remarks:

· Recommended retail price in Europe: Euro 610

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