

Seiko Premier & Seiko Kinetic. Renewed & Refined for Basel 2013.

At Baselworld 2013, all is new. The magnificent new building will house an entirely new Seiko stand showcasing a new Seiko collection that, like the Fair itself is bigger and more prestigious than ever. Among the many new creations to be presented for the first time anywhere in the world are several new-look Seiko Premier watches featuring Seiko's unique Kinetic caliber.

Seiko Premier. A modern expression of classical inspiration.

Where classicism and modernity meet, there lies the essence of the Premier collection. The creative harmony between opposites inspires a dress watch that embraces the very latest technology and an architectural design. The Premier collection draws its charm from the subtle interaction of the classical and the modern. By blending these different styles, Premier expresses the elusive truth that opposites can attract, and offers a harmonious synthesis of contemporary style and enduring quality.

The 2013 Premier collection is subtly re-designed with a more sleek case and a more three-dimensional dial.

Seiko Kinetic. You are the power.

25 years ago, Seiko made the world's first Kinetic watch, using the motion of the wearer to create the electrical energy to power a quartz movement. It was a technology advance that fulfilled a goal that had challenged Seiko's engineers ever since the launch of the first quartz watch in 1969 – could the precision of quartz be achieved without the need for battery change? It took the creation of an extraordinary rotor to provide the solution. Using the mechanical energy of a traditional oscillating weight, the Kinetic rotor spins at up to 100,000 rpm, creating the electrical energy that drives the quartz movement. No battery change, no inconvenience, no environmental impact – just reliable, precise timekeeping. Seiko Kinetic offers the best of both worlds; the precision of quartz and the convenience and traditional appeal of the motion powered watch.

The new Premier Kinetic Collection

Among the many Premier Kinetic creations to be released at Baselworld 2013, two models stand out. First, the 5M84 caliber brings new functionality to Seiko's Kinetic technology. It has a power reserve of a remarkable six months, so in normal usage it will, of course, work continuously. However, if the watch is unworn for six months, it ceases to operate but when you move the watch back and forth just two or three times, it re-starts instantly. This enhancement is made possible by a new IC that manages the power reserve more efficiently than ever.

The caliber offers the added convenience of a date window and a retrograde day indicator.



SRN037

The new Kinetic caliber offers a 6 month power reserve and a 'quick-start' function

The second outstanding Premier Kinetic watch is this Kinetic Direct Drive creation, which will be widely advertised internationally in the autumn of 2013.

The Kinetic Direct Drive caliber offers the wearer of this fine watch a level of interaction that no other watch movement can offer. Not only does the rotor power the watch as you move, but you can also power it by turning the crown, just as with many mechanical watches. However, Kinetic Direct Drive goes further. When you wind the crown, the power reserve changes function to become a real-time indicator of the energy you impart to the watch through the winding of the crown. With Kinetic Direct Drive, you are the power and you experience the power transfer to the watch in a way that no other watch can match. With this remarkable caliber and the newly re-sculpted Premier case, it is, more than ever a modern expression of a classic inspiration.



SRG009

Kinetic Direct Drive.

You are the power and you can see the energy transfer in real time.

Specifications: SRN037

- Caliber 5M84
Kinetic with retrograde day indicator
Continuous operating time: Approximately 6 months from full charge
Instant re-start after up to 3 years
- Case
Diameter: 41.5 mm, Thickness: 12.1 mm
Stainless steel
Water resistance 10 Bar with screw see-through case back
- Band
Stainless steel bracelet, Three-fold clasp with push button release
- Glass
Sapphire crystal

Remarks

Approximate recommended retail price range in Europe: Euro 520

Specifications: SRG009

- Caliber 5D22
Kinetic Direct Drive
- Case
Diameter: 41.5 mm, Thickness: 11.86 mm
Stainless steel
Water resistance 10 Bar
- Band
Stainless steel bracelet, Three-fold clasp with push button release
- Glass
Sapphire crystal

Remarks

Approximate recommended retail price range in Europe: Euro 600