

March 19, 2015

**Prospex Marinemaster celebrates
50 years of Seiko's diver's watch excellence**



It was in 1965 that Seiko made its first ever diver's watch. Half a century on, the list of Seiko's achievements in this most challenging of arenas for watchmakers is long and distinguished. From the first use of a titanium case for a diver's watch to the invention of the accordion-style strap and the two-layer case to the design of dial markers and hands of unparalleled legibility, Seiko has been a pioneer in the field, and we are proud that the ISO 6425 standard was developed with Seiko's own standard as its base. Today, Seiko's diver's watches are the world's benchmark for excellence.



Marinemaster Professional 1000m Diver's

Two new 2015 Marinemaster models offer new advances

The Marinemaster series has long been renowned for the security and precision that the professional diver requires. Two new timepieces in the Marinemaster series embody the very best of Seiko's 50 years of experience in serving the needs of divers and once again push back the boundaries of diver's watch technology.

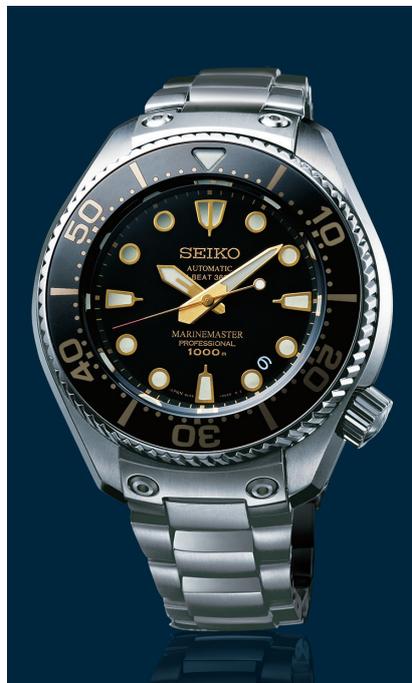
The Marinemaster Professional 1000m Diver's

Like its 1975 predecessor, the new Marinemaster Professional 1000m Diver's has the two-layer case construction that is now the trademark of Seiko's professional diver's watches. Thanks to the strength of the inner case structure, the specially designed L-shaped gasket and the screw-down glass fixing ring, the watch is effectively impermeable to helium and can be safely used for saturation diving to great depths. The use of ceramic for the outer shell enhances shock resistance and also prevents any unintentional rotation of the bezel. In September 2014, Seiko professional diver's watches of the same

case construction were subjected to the most extreme test imaginable. Affixed to the exterior hull of KAIKO 7000 II, a remotely operated undersea research vehicle, they performed perfectly down to a depth of 3,000m.

This new creation incorporates a mechanical caliber specially adjusted for a diver's watch. The movement is caliber 8L35, and it is made and assembled, as is the complete watch, by Seiko's leading craftsmen at the Shizuku-ishi Watch Studio. The hands and markers are coated with a new version of Seiko's Lumibrite, which glows for 60% longer than in the past. The strap is made of extra-strength silicone for greater durability.

The Marinemaster Professional 1000m Hi-Beat 36000 Limited Edition



Marinemaster Professional 1000m
Hi-Beat 36000 Limited Edition

This is a diver's watch worthy of a fifty year anniversary. Its design echoes that of Seiko's very first hi-beat diver's watch from the 1960's, but its specifications are the most advanced in the field. It has a one-piece titanium case and, thanks to this, the L-shaped gasket and other features, it is impermeable to helium and suitable for saturation diving. The rotating bezel is securely fixed to the case with four screws next to the 12 and 6 o'clock positions. It has the new Lumibrite for enhanced legibility. The 8L55 movement is specially optimized and adapted for use in a diver's watch with this structure. This caliber beats at 36,000 vibrations per hour and has a power reserve of 55 hours, and it is also assembled by Seiko's leading craftsmen at the Shizuku-ishi Watch studio. Each watch comes with both a titanium bracelet with extender, and a black extra-strength silicone strap. Offered in a special presentation box, just 700 pieces will be made, each with its own serial number.

The Prospex Collection. Sea, Air and now Land

Launched internationally at Baselworld 2014, Prospex has already taken its place at the very center of Seiko's collection. Prospex offers a range of watches that meet the challenge of delivering precision and reliability in even the most adverse conditions. Prospex is built to perform and built to endure the stresses of sports in the sea, in the air and, new for 2015, on land. The new land sports model is perfect for mountaineering and adventuring of all kinds. The Kinetic GMT movement offers one-second-a-day precision and the security of never needing a battery change. The cushion-shaped case is robust and allows for easy use of the rotating bezel, which carries a compass for secure and rapid orientation.



Prospex Kinetic GMT for land sports

Marinemaster Professional 1000m Diver's: SBDX014

- Caliber 8L35
 - Driving system: Automatic with manual-winding mechanism
 - Vibration: 28,800 vibrations per hour (8 beats per second)
 - Power reserve: Approximately 50 hours
 - Number of jewels: 26 jewels
- Case
 - Titanium with rose-gold color and black hard coating and ceramic case
 - One-piece case structure (no-case-back construction)
 - Sapphire crystal with anti-fogging coating
 - Screw-down crown
 - Water resistance 1,000m for saturation diving. Magnetic resistance 4,800 A/m
 - Diameter: 48.2mm, Thickness: 17.4mm
- Band
 - Extra-strength silicone strap
- Approximate recommended retail price in Europe: Euro 3,450

Marinemaster Professional 1,000m Diver's Hi-Beat Limited Edition: SBEX001

- Caliber 8L55
 - Driving system: Automatic with manual-winding mechanism
 - Vibration: 36,000 vibrations per hour (10 beats per second)
 - Power reserve: Approximately 55 hours
 - Number of jewels: 37 jewels
- Case
 - Titanium case with super-hard coating
 - One-piece case structure (no-case-back construction)
 - Sapphire crystal with anti-fogging coating
 - Screw-down crown
 - Water resistance 1,000m for saturation diving. Magnetic resistance 16,000 A/m
 - Diameter: 48.2mm, Thickness: 19.7mm
- Band
 - Titanium with super-hard coating, three-fold clasp with push button release with secure lock and slide adjuster
 - A black extra-strength silicone strap is included.
- Approximate recommended retail price in Europe: Euro 6,400
- Limited Edition of 700 pcs

Prospex for land sports: SUN049

- 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
 - Stainless steel case with black hard coating
 - Screw see-through case back, Screw-down crown
 - Water resistance 10 Bar
 - Diameter: 45.6mm
- Band
 - Stainless steel, three-fold clasp with push button release with secure lock
- Approximate recommended retail price in Europe: Euro 410

The history of Seiko diver's watches



1965

Japan's first diver's watch

It was automatic and 150m water resistant. The following year, the watch proved its reliability and precision in the 8th Japanese Antarctic Research Expedition.



1968

The 10-beat high precision diver's watch

The watch housed a hi-beat 36000 vph caliber. It was automatic with a manual winding mechanism. 300m



1975

Professional diver's 600m, the world's first diver's watch with a titanium case

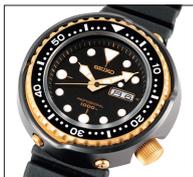
Inventions made for this watch included the two-layer case construction, the accordion-style strap and a new gasket shape and material to meet the requirement of the professional divers using the saturation diving method. Over 20 patents were granted to this world-leading timepiece.



1978

Professional diver's 600m, the world's first saturation diving watch featuring a quartz movement

In 1983, it performed perfectly at 1,062m below the surface aboard the Japanese Manned Research Submersible "Shinkai 2000."



1986

Professional diver's 1000m with a ceramic outer case

The water resistance was enhanced to 1,000m. Quartz movement.



1990

The world's first computerized diver's watch

Seiko's mastery of electronic watchmaking and long experience in diver's watches allowed the creation of this watch with a depth sensor. It displayed diving time and depth and other information vital for divers. 200m



1992

The world's first Kinetic diver's watch

Powered by the wearer's movement, this watch delivered the high precision of quartz and provided extra security for the diver as no battery change was needed. 200m



1995

The world's first diver's with fully automatic measurement of diving data with analogue depth sensor

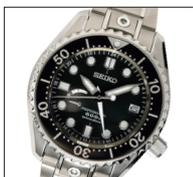
This watch automatically started to calculate dive information as soon as it sensed water pressure. 200m



2000

The world's first Nitrox multi-level diving computer watch

This watch calculated and displayed a diving profile by recording the changes in the diver's depth from moment to moment. It was suitable for both normal and Nitrox diving. 100m



2005

The world's first Spring Drive diver's watch

Seiko's unique Spring Drive caliber delivers one-second-a-day accuracy powered by a mainspring. 600m