

100 CELEBRATING 100 YEARS OF SEIKO WATCHMAKING

IN THE SEIKO NATION,
YOUR BODY'S MOTION GENERATES THE POWER.

SEIKO

FALL 2013 SUPPLEMENT

100 CELEBRATING 100 YEARS OF SEIKO WATCHMAKING

IN THE SEIKO NATION,
SOLAR POWER IS THE ENLIGHTENED CHOICE.

SEIKO

FALL 2013 SUPPLEMENT



Kinetic See-Thru Caseback. Clear, Hardlex watch back enables you to view the Kinetic movement.

Titanium

Titanium is an environmentally friendly, natural metal that is 40% stronger and 30% lighter than stainless steel. It is hypoallergenic because it is nickel-free. Perfect for water sport enthusiasts, it is extremely resistant to salt water and other forms of corrosion and able to withstand extreme temperatures. Most Seiko titanium watches are further enhanced with a glass coating for increased scratch resistance.

BLACK ION FINISH

The Black Ion Finish is applied to the cases and bracelets of select watches. The Physical Vapor Deposition (PVD) process creates lustrous satin and/or polished finishes in shades of black, gray and blue.

LumiBrite

LumiBrite watches are environmentally safe and will glow brightly for hours without pushing a button or drawing energy from a battery.

LEGEND



Water-resistant to 30 meters (100 feet). Withstands splashes of water or rain but should not be worn while swimming or diving.



Water-resistant to 50 meters (165 feet). Suitable for showering or swimming in shallow water.



Water-resistant to 100 meters (330 feet). Suitable for swimming and snorkeling.



Water-resistant to 200 meters (660 feet). Suitable for skin diving.



Diver's to 200 meters (660 feet). Meets ISO standards and is suitable for scuba diving.

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SEIKO TECHNOLOGY

GPS SOLAR

Accurate time, anywhere on earth. Seiko has created a watch that automatically receives time, time zone, and day and date data from the global network of GPS satellites. It recognizes all the 39 time zones on earth.

KINETIC DIRECT DRIVE

Kinetic Direct Drive Caliber 5D44 encompasses the best of both worlds: quartz accuracy with the emotional engagement of a mechanical and is environmentally friendly. This exclusive technology draws energy from the movement of your wrist or the turn of the crown and keeps you informed with a power reserve indicator.

KINETIC PERPETUAL

Another world's first technology from Seiko. Kinetic Perpetual combines the features and benefits of the industry's leading watch technology – Kinetic Auto Relay and Perpetual Calendar. Once set, the calendar automatically adjusts for odd and even months including February of leap years up to February 2100. When the watch senses 24 hours of inactivity it puts itself into suspended animation (sleep mode) to conserve energy. The date continues to advance correctly while the watch is asleep. Wake it up with a few shakes of your wrist and it automatically resets itself to the correct time even if it's been asleep for up to 4 years.

SEIKO KINETIC

Seiko Kinetic is the first and only quartz watch powered by human energy. Based on revolutionary technology, Seiko Kinetic watches run entirely on self-generated energy from the natural movement of your wrist. Environmentally friendly. The most advanced electronic watch technology. Six-month power reserve.

ALARM CHRONOGRAPH

Seiko alarm chronographs offer the features of a chronograph along with a 12-hour alarm.

CHRONOGRAPH

Seiko chronographs provide standard watch functions as well as precise stopwatch timing for a variety of activities.

SOLAR ALARM CHRONOGRAPH

Solar Alarm Chronograph provides standard watch functions as well as precise stopwatch timing for a variety of activities and can indicate the time in a different time zone. It is powered by all types of light and never needs a battery change.

SOLAR CHRONOGRAPH

A sophisticated stopwatch for a variety of activities. And a precise instrument ideal for measuring time, that is powered by all types of light and never needs a battery change.

SEIKO SOLAR

Seiko Solar watches collect energy from any light source and convert it into electrical energy. This energy is stored in a rechargeable lithium ion cell which takes the place of a conventional watch battery. From there, the watch operates like any other quartz watch.

AUTOMATIC

The mainspring of Seiko automatic watches can be wound automatically by the movement of the wearer's wrist or manually by rotating the crown.

MECHANICAL CHRONOGRAPH

Seiko Mechanical Chronographs are self-winding timepieces that provide standard watch functions as well as precise stopwatch timing for a variety of activities.

100 CELEBRATING
100 YEARS OF
SEIKO WATCHMAKING

39

IN THE SEIKO NATION, WE HAVE
OUTER SPACE CONNECTIONS TO
ALL 39 TIME ZONES ON EARTH.



ASTRON
GPS
SOLAR

SEIKO

Forward focused. Sky's the limit. This optimistic outlook connects the Seiko Nation. And creates the only watch with a low-energy-consumption GPS receiver. Now the satellites revolve around you, as the **ASTRON** connects to the GPS network, identifying location and adjusting the time to your current zone. Solar-powered, planet-friendly, so no battery change is ever needed, Seiko puts the progress in GPS. SeikoUSA.com

PROGRESS TO SEIKO



**LIMITED
EDITION**

440 Available
for US Market



SAST100 \$3,400

47.0mm

Crocodile Strap

High Intensity Titanium Case

Comes with Black Ion Finish High Intensity Titanium Bracelet

GPS SOLAR

GPS controlled time and time zone adjustment • Perpetual calendar correct to the year 2100

Signal reception result indication • World time function (39 time zones) • Daylight savings time function

Power save function • Sapphire crystal with Seiko's proprietary super clear, anti-reflective coating • Caliber 7X52



SAST025 \$1,850

47.0mm

Silicone Strap



SAST015 \$2,650

47.0mm

Black Ceramic and High Intensity Titanium Case and Bracelet

Ananta





SRQ017 \$5,000
43.0mm
Blue Urushi Dial

MECHANICAL CHRONOGRAPH

Chronograph up to 12 hours • 28,800 VPH • Power reserve: over 45 hours • 34 jewels • 292 parts
Column wheel and vertical clutch • One-piece three-pointed hammer for instant reset
Sapphire crystal with anti-reflective coating • See-thru caseback with sapphire crystal • Caliber: 8R28

**LIMITED
EDITION**

30 Available
for US Market

SEIKO

KINETIC 25TH ANNIVERSARY



SNP064 \$850
42.0mm
Rose Gold Finish

KINETIC PERPETUAL

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Perpetual calendar adjusts for odd and even months to the year 2100; 24-hour hand • Leap year window • Power save function
Time relay system preserves accurate time up to 4 years • Sapphire crystal • Caliber 7D48



SRG012 \$795
41.5mm
Rose Gold Accents
Black Ion Finish
Caliber: 5D22



SRX010 \$995
46.5mm
Rose Gold Finish
Caliber: 5D88

KINETIC DIRECT DRIVE

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Direct drive indicator: real time power indication, power reserve indication • Duration of full charge is approximately 1 month
Retrograde day indicator • Hand winding and automatic capability • Anti-glare sapphire crystal



SPC089 \$525
42.0mm
Caliber: 7T82



SNAF34 \$595
42.0mm
Black Ion Finish
Caliber: 7T62



SNAF37 \$495
42.0mm
Black Ion Finish
Caliber: 7T62

ALARM CHRONOGRAPH

Alarm can be set on a 12-hour basis with two small hands • Dual time capable: alarm hands can indicate the time in a different time zone
Chronograph measures up to 60 minutes in 1/5 second increments; after 60 minutes it will start counting from "0" repeatedly up to 12 hours
Anti-glare sapphire crystal • Caliber 7T62



SNDX54 \$595
38.0mm
Mother-of-Pearl dial
Rose Gold Accents
Cabochon Crown
Nationally Advertised Model

CHRONOGRAPH

Chronograph measures up to 12 hours in 1/20 second increments • Split time measurement • Sapphire Crystal • Caliber 7T92



SUR013 \$375
41.5mm
Sapphire Crystal
Caliber 6N76



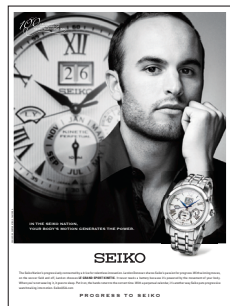
SUR016 \$395
41.5mm
Sapphire Crystal
Caliber: 6N76



SXDF41 \$375
27.5mm
Sapphire Crystal
Caliber: 7N82



SXDF44 \$395
27.5mm
Sapphire Crystal
Caliber: 7N82



NATIONALLY
ADVERTISED MODEL



SNP065 \$625
41.5mm
Cabochon Crown



SNP066 \$650
41.5mm
Cabochon Crown



SNP068 \$675
41.5mm
Rose Gold Finish
Cabochon Crown

KINETIC PERPETUAL

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Perpetual calendar adjusts for odd and even months to the year 2100; 24-hour hand • Leap year window • Power save function
Time relay system preserves accurate time up to 4 years • Sapphire crystal • Caliber 7D48



SSC193 \$475
41.5mm
Cabochon Crown



SSC194 \$495
41.5mm
Cabochon Crown



SSC196 \$495
41.5mm
Cabochon Crown

SOLAR ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands
Chronograph measures up to 60 minutes in 1/5 second increments • Split time measurement
Alarm hands can indicate the time in a different time zone • Sapphire Crystal • Caliber V172



**NATIONALLY
ADVERTISED MODEL**



SSC893 \$575

35.5mm
Mother-of-Pearl dial
Cabochon Crown



SSC892 \$595

35.5mm
Mother-of-Pearl dial
Cabochon Crown



SSC890 \$595

35.5mm
Mother-of-Pearl dial
Cabochon Crown

SOLAR CHRONOGRAPH

30 Diamonds • Chronograph measures up to 60 minutes in $\frac{1}{5}$ second increments • Split time measurement • Sapphire Crystal • Caliber V175



SNP069 \$625
42.0mm
Cabochon Crown



SNP070 \$695
42.0mm
Black Ion Finish
Cabochon Crown



SNP071 \$675
42.0mm
Black Ion Finish
Cabochon Crown

KINETIC PERPETUAL

Powered by the movement of your body • Environmentally friendly • The most advanced electronic watch technology
Perpetual calendar adjusts for odd and even months to the year 2100; 24-hour hand • Leap year window • Power save function
Time relay system preserves accurate time up to 4 years • Sapphire crystal • Caliber 7D48



SSC197 \$475
40.5mm
Cabochon Crown



SSC198 \$495
40.5mm
Cabochon Crown



SSC199 \$525
40.5mm
Black Ion Finish
Cabochon Crown

SOLAR ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands • Chronograph measures up to 60 minutes in 1/5 second increments • Split time measurement • Alarm hands can indicate the time in a different time zone • Sapphire crystal • Caliber V172



SUT125 \$350
29.0mm
Mother-of-Pearl dial
Cabochon Crown
12 Diamonds
Caliber: V137



SUT123 \$425
29.0mm
Mother-of-Pearl dial
Cabochon Crown
20 Diamonds
Caliber: V137



SUT124 \$450
29.0mm
Mother-of-Pearl dial
Cabochon Crown
20 Diamonds
Caliber: V137

SEIKO KINETIC



SRN049 \$295
42.0mm



SRN052 \$325
42.0mm



SRN054 \$335
42.0mm
Rose Gold case and accents

KINETIC

NO BATTERY CHANGE REQUIRED • POWERED BY THE MOVEMENT OF YOUR BODY • ENVIRONMENTALLY FRIENDLY

THE MOST ADVANCED ELECTRONIC WATCH TECHNOLOGY

Automatic power generator • Power reserve indicator function • 6-month power reserve • See-thru caseback • Caliber 5M84



SKA581 \$275
42.0mm



SKA582 \$295
42.0mm



SKA583 \$295
42.0mm
Black Ion Finish

KINETIC

NO BATTERY CHANGE REQUIRED • POWERED BY THE MOVEMENT OF YOUR BODY • ENVIRONMENTALLY FRIENDLY

THE MOST ADVANCED ELECTRONIC WATCH TECHNOLOGY

Automatic power generator • Power reserve indicator function • 6-month power reserve • See-thru caseback • Caliber 5M82



SNE283 \$350
45.0mm
Black Ion Finish
Polyurethane Strap

SOLAR DIVER

Screwdown crown • One way rotating bezel • Caliber: V157



SNE279 \$350
45.0mm



SNE281 \$395
45.0mm
Black Ion Finish



STP011 \$375
44.5mm
Black Ion Finish



STP013 \$375
44.5mm
Black Ion Finish



STP015 \$325
44.5mm
Black Ion Finish
Polyurethane Strap

World Time Alarm Chronograph

World Time: 39 Cities; 5 Daily alarms; 30 Schedule alarms (user programmable 14-character message with beep alarm);
1/100TH second stopwatch records elapsed time up to 100 hours; 100 Lap/split with memory recall; Countdown timer;
Scrolling display mode; Dual color LED backlight; Power saving function; Screwdown caseback;
Black Ion Finish; Mineral crystal; 100M water resistant; Caliber: W861



SXDF71 \$300
35.5mm



SXDF72 \$325
35.5mm



SXDF74 \$350
35.5mm
Rose Gold Finish

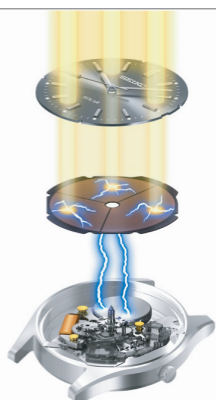




Solar powered airplane icaré 2†

LIGHT, SOURCE OF INFINITE ENERGY.

†icaré 2 is one of the world's most advanced solar powered airplanes and Seiko has sponsored icaré 2's record breaking flights since 2010.



Powered by all types of light

Solar cell with high performance electricity generation

Energy-efficient movement with long power reserve and quick start

No Battery Change Required

SEIKO SOLAR. Since 1881, Seiko has been dedicated to expanding the horizons of watchmaking. Today, Seiko continues to innovate with the new Seiko Solar Chronograph. So efficient is Seiko Solar's harnessing of energy that it converts all types of light into energy and never requires a battery replacement. With a stainless steel case, 10 bar water resistance and a power reserve of 6 months, the new Seiko Solar is a high-durability chronograph and a bright idea that is good for the planet. seiko-cleanenergy.com

SEIKO
PROGRESS TO SEIKO



SSC207 \$395
42.5mm



SSC209 \$375
42.5mm



SSC210 \$425
42.5mm

SOLAR ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands • Chronograph measures up to 60 minutes in 1/5 second increments • Split time measurement • Alarm hands can indicate the time in a different time zone • Caliber V174



SNE277 \$225
45.0mm
Silicone Strap
Caliber: V158



SNE275 \$295
45.0mm
Black Ion Finish
Caliber: V158



SNE273 \$250
45.0mm
Caliber: V158



SSC201 \$350
45.0mm



SSC203 \$395
45.0mm
Black Ion Finish



SSC205 \$350
45.0mm
Black Ion Finish
Silicone Strap

SOLAR ALARM CHRONOGRAPH

Hour, minute and small second hands • Alarm can be set on a 12-hour basis with two small hands • Chronograph measures up to 60 minutes in 1/5 second increments • Split time measurement • Alarm hands can indicate the time in a different time zone • Caliber V176



Seiko is a proud supporter of the American Heart Association's Go Red For Women® movement.

For every Go Red Seiko Tressia watch sold from September 1, 2013 through March 1, 2014, Seiko will donate \$25 to the AHA, for a minimum donation of \$150,000.

The Red Dress is a trademark of DHHS.

TRESSIA®



SUP211 \$425

26.5mm

Mother-of-Pearl dial

22 Diamonds

Nationally Advertised Model



SUP212 \$495

26.5mm

Mother-of-Pearl dial

22 Diamonds

Nationally Advertised Model

AMERICAN HEART ASSOCIATION GO RED FOR WOMEN

AHA heart logo dial • AHA Go Red for Women engraved caseback



SUT091 \$475

28.5mm

Mother-of-Pearl dial

30 Diamonds

Cabochon Crown



SUT092 \$495

28.5mm

Mother-of-Pearl dial

30 Diamonds

Cabochon Crown



SUT094 \$495

28.5mm

Mother-of-Pearl dial

30 Diamonds

Cabochon Crown



SUP221 \$325
19.0mm
White Ceramic Inlay



SUP223 \$325
19.0mm
Black Ceramic Inlay



SUP224 \$350
19.0mm
White Ceramic Inlay

MADE WITH
SWAROVSKI
ELEMENTS



SUP213 \$250
30.0mm
Mother-of-Pearl dial



SUP214 \$275
30.0mm
Mother-of-Pearl dial



SUP216 \$275
30.0mm
Mother-of-Pearl dial



SUP217 \$215

15.5mm



SUP218 \$250

15.5mm

Mother-of-Pearl dial



SUP220 \$250

15.5mm

SIZING-CLASP SYSTEM

Without removing links -
adjust the length to fit
wrists from 7-8 inches
(average wrist is 7 1/2)

Sizing is simple and quick

No costly mistakes

No tools required

Clasp can be personalized

Easy to demonstrate/sell

Patent pending



SUP227 \$215

15.5mm



SUP228 \$235

15.5mm



SUP230 \$235

15.5mm



SUT116 \$195
25.0mm
Replaces: SXA124



SUT118 \$195
25.0mm
Replaces: SXA126



SUT108 \$195
25.0mm



SUT110 \$195
25.0mm
Replaces: SXA120



SUT112 \$185
25.0mm



SUT120 \$185
25.0mm

GPS SOLAR

SEIKO SERIES SAST (Caliber 7X52)

Features:

- Automatic Time Adjustment, Manual Time Adjustment & Time Zone Adjustment (All 39 time zones worldwide supported and including date adjustment) by GPS signal reception
- Manual Time Zone (city) selection (World Time Function, All 39 time zones worldwide supported)
- One-touch DST setting
- In-flight Mode(Q)(GPS signal reception ON/OFF)
- Automatic Hand Alignment
- Perpetual Calendar
- Solar Charging
- Power Save Function
- Dual Time setting
- Date setting /Time setting
- Loss / gain (monthly rate): Less than 15 seconds (if not received from GPS signals)

How to Set Time and Date

DUAL TIME SETTING

- Pull out crown to 1st click
 - Press B: + 1 minute (clockwise)
 - Press C: -1 minute (counterclockwise)
 - Press B/C for 2 secs. Fast-forward
 - Press B/C again, stop

DATE SETTING

- Pull out crown to 2nd click
 - Press B: +1 day (clockwise)
 - Press C: - 1 day (counterclockwise)
 - Press B/C for 2 secs. Fast-forward
 - Press B/C again, stop

TIME SETTING

- Pull out crown to 2nd click
 - Press A for 3 secs
 - Press B: +1 minute (clockwise)
 - Press C: -1 minute (counterclockwise)
 - Press B/C for 2 secs. Fast-forward
 - Press B/C again, stop
- With crown at 2nd click position press A & C for 2 secs simultaneously for system reset

Operation of 7X52 GPS SOLAR

Indicator Hand Functionality

- GPS Signal Reception Disp.
 - 4+: Time Zone adjustment
 - 1 : Time adjustment
- Power Reserve Display (During standard time display)
- In-flight Mode (→) Disp.
 - Electric wave reception is prohibited during takeoff and landing
- DST Display
 - DST: Daylight saving time

Second Hand Functionality

- Time Zone (City) Display
- Acquired Quantities Display (On receipt)
- Reception Result Display
- Dual Time Display at the 24-hour clock



Button and Crown Functionality:

BUTTON A: DST DISPLAY (PRESS A = DISPLAY DST)

- Return to standard time display from any other functions.

BUTTON B: RECEPTION FUNCTION

- Press & release B = Reception result display (Second hand: Y/N, indicator hand: ¼+)
- Press B for 3 secs. = Manual time adjustment
- Press B for 6 secs. = Time zone adjustment

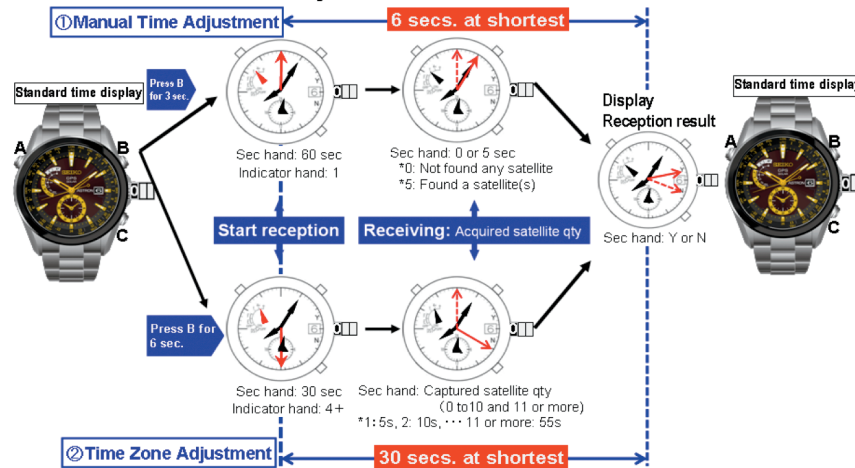
BUTTON C: TIME ZONE FUNCTION

- Press & release C = Display time zone
- Press C for 3 secs. = Time zone selection (World Time)
- During DST display: Press c for 2 secs. = DST ON/OFF switching
- During last reception result display: Press C for 2 secs = In-flight mode setting (Reception ON/OFF switching)

GPS SOLAR SEIKO SERIES SAST (Caliber 7X52) (Cont'd)

1. GPS Signal Reception

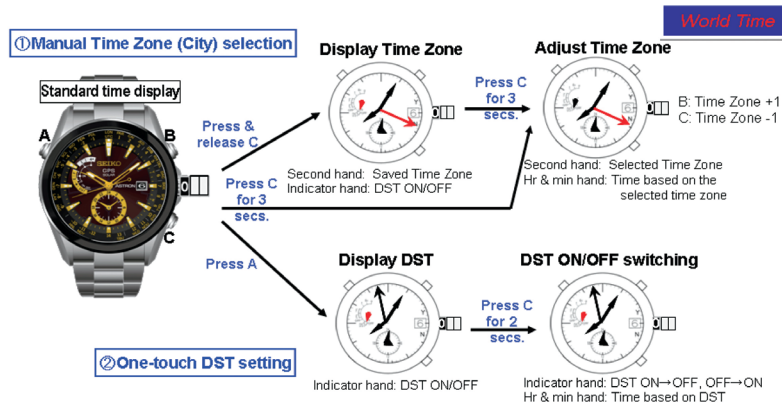
- ① Manual Time Adjustment
- ② Manual Time Zone Adjustment



Operation of 7X52 GPS SOLAR

2. Time Zone and DST Setting

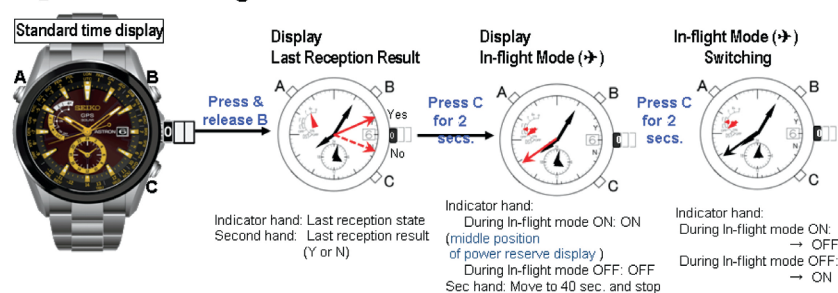
- ① Manual Time Zone (City) Selection - all 39 Time Zones Worldwide Supported
- ② One-touch DST Setting DST(Daylight Saving Time) Supported



Operation of 7X52 GPS SOLAR

3. In-flight Mode (✈)

- ① Mode Switching



- In-flight mode (✈) has been added to ensure full compliance with the regulations of ICAO (International Civil Aviation Organization.)

Alarm Chronograph Seiko Series SNA (Caliber 7T62 QUARTZ), 7T62/V172 Caliber SSC (Caliber V172/V174 SOLAR QUARTZ)

FEATURES

- Alarm can be set on a 12-hour basis with two small hands
- Alarm hands can indicate the time in a different time zone
- Chronograph can measure up to 60 minutes in 1/5 second increments
- After 60 minutes, it will start counting again from "0" Repeatedly up to 12 hours (7T62)
- Chronograph can measure up to 60 minutes (V172/V174)

HOW TO SET TIME AND CALENDAR

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unaffected).
- Turn the crown clockwise until the desired date appears.
- Pull the crown out to the second click when the second hand is at the 12 o'clock position. (The second hand stops on the spot).
Turn the crown to advance the hour and minute hands until the date changes to indicate the current date. The time is now set for the a.m. period. Advance the hands to set the correct time taking a.m. and p.m. into consideration.
- Push the crown back into the original position.
- At designated time, alarm will ring for 20 seconds then automatically disengage. To stop it manually, press button "A" or "B".

HOW TO USE THE DEMONSTRATION BUTTON: (V172/V174)

- Pull out crown to first click position
- Press button "A" three to four seconds (when holding button "A", the alarm sound will ring)

HOW TO SET THE MAIN DIAL TIME AND THE ALARM SUB-DIAL TIME:

- Pull out crown to the second click position.
- Turn crown to set the desired time in the 12 hour format regardless of whether it is AM or PM.
- Press button B to set the alarm sub-dial time to the current 24 hour.
- Push crown back to normal position.

HOW TO SET THE ALARM:

- Pull out crown to the first click position while in CALENDAR/ALARM mode.
- Press button B to advance the hands in the 24 hour alarm sub-dial to the desired alarm time.
 - Each press of button B will advance the alarm time by on minute.
 - Hands will move quickly if button B is kept pressed.
- Push crown back to normal position

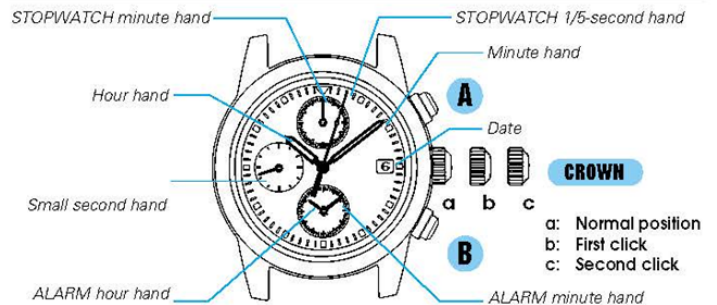
STANDARD MEASUREMENT:

- Press button "A" to start or stop.
- Press button "B" to reset

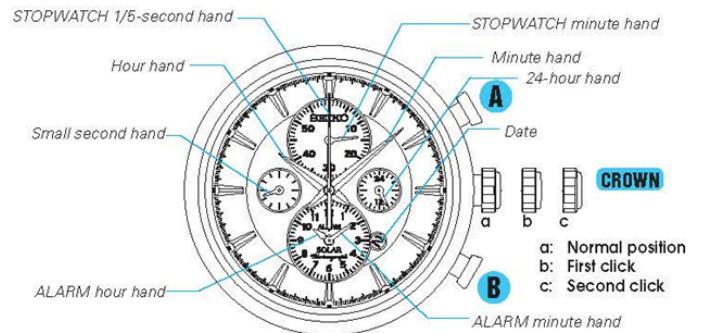
ACCUMULATED ELAPSED TIME MEASUREMENT:

- Press button "A" to start, stop and restart.
- Press button "B" to reset

7T62/V172 Caliber



V174 Caliber



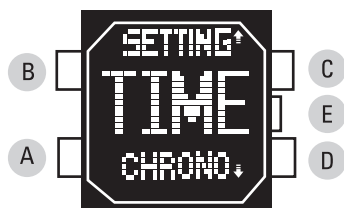
SPLIT TIME MEASUREMENT:

- Press button "A" to start.
- Press button "B" to measure split time and then again to release split time.
- Press button "A" to stop. To reset press button "B".

Measurement of Two Competitors:

- Press button "A" to start.
- Press button "B" for finish time of 1st competitor
- Press button "A" for 2nd competitor start.
- Press button "B" for finish time of 2nd competitor.
- Press button "B" to reset

Men's World Time Alarm Chronograph Seiko Series STP (W861)



C or **D** With each press, the mode in the digital display changes in the following order:

FEATURES

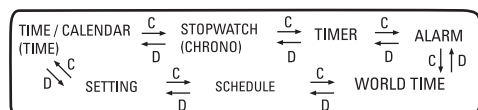
- Full panel dot-matrix liquid crystal panel
- Time/calendar
- Stopwatch with memory recall function
- Countdown timer
- 5 channel regular alarm
- 30 channel schedule alarm
- World time
- Illuminating light (LED panel)
- Changeover between normal and enlarged displays

MODE CHANGE

To enter mode selection screen press **BUTTON A**.

Mode selection can be made by pressing **BUTTONS C** or **D** in the menu display.

With each press, the mode in the digital display changes in the following order:



HOW TO SET THE DIGITAL CALENDAR /TIME

Press **C** or **D** in **MENU** display to show **TIME/CALENDAR MODE**.

Press **B** to enter **Time Mode**.

Press **B** for 2 seconds to show **TIME/CALENDAR SETTING** display. Press **C** or **D** to select home city.

Press **A** to select the digits to be adjusted.

Press **C** or **D** to set the flashing digits.

Press **B** to exit **TIME/CALENDAR** mode.

HOW TO SET WORLD TIME MODE

Press **C** or **D** in the **Menu** display to show **WORLD TIME** mode.

Press **B** to enter **WORLD TIME** mode.

Press **C** or **D** to select the desired city.

* The country code "CC" and daylight saving time marks "DST" are alternately displayed in one second increments.

* The time of 39 cities in different time zones throughout the world can be displayed together with their respective country code for overseas telephone call.

HOW TO SET THE ALARM

Press **C** or **D** in **Menu** display to show **ALARM** mode.

Press **B** to enter **ALARM** mode.

Press **D** to select the desired schedule alarm channel (1-5).

Press **B** for 2 seconds to show **ALARM SETTING** display.

Press **C** or **D** to select the item to be edited (flashing) when editing time.

Press **A** to show **TIME SETTING** display when **TIME** is flashing.

Press **A** to select the digits to be adjusted (minute/hour/date/month/year).

Press **C** to set the flashing digits (Increasing digits) or **D** to set the flashing digits (Decreasing digits).

Press **B** to return to **ALARM** mode.

HOW TO ENGAGE/DISENGAGE THE ALARM

Press **D** to select the desired alarm channel.

Press **C** to engage and disengage the alarm.

The alarm is engaged when the alarm mark is displayed in the lower right corner of the display window.

HOW TO SET A SCHEDULE ALARM

Press **C** or **D** in **Menu** to show **SCHEDULE** alarm mode.

Press **B** to enter **SCHEDULE** alarm mode.

Press **C** or **D** to select **SCHEDULE** alarm channel.

Press **B** for 2 seconds to show **SCHEDULE ALARM SETTING** display.

Press **C** or **D** to select the item to be edited (time or message) when editing time.

Press **A** to show **TIME SETTING** display when **TIME** is flashing.

Press **A** to select the digits to be adjusted (minute/hour/date/month/year).

Press **C** or **D** to set the flashing digits.

Press **B** to return to **SCHEDULE ALARM** mode (when editing message).

Press **B** for two second to show **MESSAGE SETTING** display when **MESSAGE** is flashing.

Press **C** or **D** to advance/move back the flashing cursor.

Press **A** to show the characters to input.

Press **C** or **D** to advance/move back the flashing character.

Press **A** to set the flashing character.

Press **B** to return to **SCHEDULE ALARM** mode.

HOW TO USE THE STOPWATCH

Press **C** or **D** in **Menu** display to show **CHRONO** mode.

Press **B** to enter **CHRONO** mode.

Press **C** to start the count. You may stop and start the running time by pressing **BUTTON C**.

The stopwatch measures up to 99 hours, 59 minutes and 59.99

seconds in 1/100 second increments.

Press **BUTTON D** for **SPLIT TIME** (the time will continue to be

measured). Press again to return to the running count.

To reset the stopwatch, press **BUTTON C** to stop the running count followed by **Button B**.

BATTERY LIFE

When the battery expires, be sure to replace it with a **SEIKO CR2025** as soon as possible to prevent malfunctions.

NOTE: After battery change you must reset the integrated circuit. Press **BUTTONS A, B, C** and **D** simultaneously for 2 to 3 seconds. The digital display will become blank. When the buttons are released time/calendar display will appear and "2007 1-Jan 12:00 MON" will be displayed.

*Before using the watch, set the time/calendar and alarm.



STP011 P.19



STP013 P.19



STP015 P.19

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESIS- TANCY	MOVEMENT	BATTERY LIFE	LUMIBRITE	CLASP	CASEBACK
SAST015	5	\$2,650.00	SG	100M	GPS SOLAR	6 month	Hands&Markers	PBR	Screw
SAST025	5	\$1,850.00	SG	100M	GPS SOLAR	6 month	Hands&Markers	PBR	Screw
SAST100	5	\$3,400.00	SG	100M	GPS SOLAR	6 month	Hands&Markers	PBR	Screw
SKA581	17	\$275.00	HL	100M	KINETIC	6 month	Hands&Markers	PBR	Screw see-through
SKA582	17	\$295.00	HL	100M	KINETIC	6 month	Hands&Markers	PBR	Screw see-through
SKA583	17	\$295.00	HL	100M	KINETIC	6 month	Hands&Markers	PBR	Screw see-through
SNAF34	9	\$595.00	Sapphire	100M	CHRONOGRAPH	3 YEARS	Hands&Markers	PUSH 3 FOLD	Screw
SNAF37	9	\$495.00	Sapphire	100M	CHRONOGRAPH	3 YEARS	Hands&Markers	BUCKLE	Screw
SNDX54	9	\$595.00	Sapphire	100M	CHRONOGRAPH	3 YEARS	Hands&Markers	PUSH 3 FOLD	Screw
SNE273	22	\$250.00	HL	100M	Solar	10 month	-	PBR	Screw
SNE275	22	\$295.00	HL	100M	Solar	10 month	-	PBR	Screw
SNE277	22	\$225.00	HL	100M	Solar	10 month	-	BUCKLE	Screw
SNE279	18	\$350.00	HL	200M Div.	Solar Diver	10 month	Hands&Markers	PBR w/lock+Ext.	Screw
SNE281	18	\$395.00	HL	200M Div.	Solar Diver	10 month	Hands&Markers	PBR w/lock+Ext.	Screw
SNE283	18	\$350.00	HL	200M Div.	Solar Diver	10 month	Hands&Markers	BUCKLE	Screw
SNP064	8	\$850.00	Sapphire	100M	Big Date KINETIC Perpetual	4 YEARS	Hands&Markers	BUCKLE	Screw
SNP065	12	\$625.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	-	PBR	Screw
SNP066	12	\$650.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	-	PBR	Screw
SNP068	12	\$675.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	-	PBR	Screw
SNP069	14	\$625.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	Hands&Markers	PBR	Screw
SNP070	14	\$695.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	Hands&Markers	PBR	Screw
SNP071	14	\$675.00	Sapphire	100M	Big Date KINETIC Perpetual	4 year energy storage	Hands&Markers	PBR	Screw
SPC089	9	\$525.00	Sapphire	100M	CHRONOGRAPH	3 YEARS	-	BUCKLE	Screw
SRG012	8	\$795.00	Sapphire	100M	KINETIC Direct Drive	1 MONTH	-	PUSH 3 FOLD	Screw
SRN049	16	\$295.00	CHL	100M	KINETIC	6 month	-	BUCKLE	Screw see-through
SRN052	16	\$325.00	CHL	100M	KINETIC	6 month	-	BUCKLE	Screw see-through
SRN054	16	\$335.00	CHL	100M	KINETIC	6 month	-	BUCKLE	Screw see-through
SRQ017	7	\$5,000.00	SG	100M	Mechanical Chronograph	45-hour reserve	Hands&Markers	PBR	Screw see-through
SRX010	8	\$995.00	Sapphire	100M	KINETIC Direct Drive / Moon Phase	1 MONTH	Hands&Markers	BUCKLE	Screw
SSC193	12	\$475.00	Sapphire	100M	Solar Alarm Chronograph	6 month	-	PBR	Screw
SSC194	12	\$495.00	Sapphire	100M	Solar Alarm Chronograph	6 month	-	PBR	Screw
SSC196	12	\$495.00	Sapphire	100M	Solar Alarm Chronograph	6 month	-	PBR	Screw
SSC197	14	\$475.00	Sapphire	100M	Solar Alarm Chronograph	6 month	Hands&Markers	PBR	Screw
SSC198	14	\$495.00	Sapphire	100M	Solar Alarm Chronograph	6 month	Hands&Markers	PBR	Screw
SSC199	14	\$525.00	Sapphire	100M	Solar Alarm Chronograph	6 month	Hands&Markers	PBR	Screw
SSC201	23	\$350.00	HL	100M	Solar Chronograph	6 month	-	PBR	Screw
SSC203	23	\$395.00	HL	100M	Solar Chronograph	6 month	-	PBR	Screw
SSC205	23	\$350.00	HL	100M	Solar Chronograph	6 month	-	BUCKLE	Screw
SSC207	21	\$395.00	HL	100M	Solar Alarm Chronograph	6 month	-	PBR	Screw
SSC209	21	\$375.00	HL	100M	Solar Alarm Chronograph	6 month	-	BUCKLE	Screw
SSC210	21	\$425.00	HL	100M	Solar Alarm Chronograph	6 month	-	PBR	Screw
SSC890	13	\$595.00	Sapphire	100M	Solar Chronograph	6 month	-	PBR	Screw
SSC892	13	\$595.00	Sapphire	100M	Solar Chronograph	6 month	-	PBR	Screw
SSC893	13	\$575.00	Sapphire	100M	Solar Chronograph	6 month	-	PBR	Screw

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANCY	MOVEMENT	BATTERY LIFE	LUMIBRITE	CLASP	CASEBACK
STP011	19	\$375.00	HL	100M	Digital	2 YEARS	-	PBR	Screw
STP013	19	\$375.00	HL	100M	Digital	2 YEARS	-	PBR	Screw
STP015	19	\$325.00	HL	100M	Digital	2 YEARS	-	PBR	Screw
SUP211	24	\$425.00	CHL	30M	Solar	12 month	-	PBR	Screw
SUP212	24	\$495.00	CHL	30M	Solar	12 month	-	PBR	Screw
SUP213	25	\$250.00	CHL	30M	Solar	12 month	-	PBR	Screw
SUP214	25	\$275.00	CHL	30M	Solar	12 month	-	PBR	Screw
SUP216	25	\$275.00	CHL	30M	Solar	12 month	-	PBR	Screw
SUP217	26	\$215.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP218	26	\$250.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP220	26	\$250.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP221	25	\$325.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP223	25	\$325.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP224	25	\$350.00	CHL	30M	Solar	12 month	-	PBR	Snap
SUP227	26	\$215.00	HL	30M	Solar	12 month	-	Expansion	Screw
SUP228	26	\$235.00	HL	30M	Solar	12 month	-	Expansion	Screw
SUP230	26	\$235.00	HL	30M	Solar	12 month	-	Expansion	Screw
SUR013	10	\$375.00	Sapphire	100M	Big Date ANALOG	3 YEARS	-	PUSH 3 FOLD	Screw
SUR016	10	\$395.00	Sapphire	100M	Big Date ANALOG	3 YEARS	-	PUSH 3 FOLD	Screw
SUT091	24	\$475.00	CHL	30M	Solar	6 month	-	PBR	Snap
SUT092	24	\$495.00	CHL	30M	Solar	6 month	-	PBR	Snap
SUT094	24	\$495.00	CHL	30M	Solar	6 month	-	PBR	Snap
SUT108	27	\$195.00	HL	30M	Solar	6 month	Hands&Markers	PBR	Screw
SUT110	27	\$195.00	HL	30M	Solar	6 month	Hands&Markers	PBR	Screw
SUT112	27	\$185.00	HL	30M	Solar	6 month	Hands&Markers	BUCKLE	Screw
SUT116	27	\$195.00	HL	30M	Solar	6 month	-	PBR	Screw
SUT118	27	\$195.00	HL	30M	Solar	6 month	-	PBR	Screw
SUT120	27	\$185.00	HL	30M	Solar	6 month	Hands&Markers	BUCKLE	Screw
SUT123	15	\$425.00	Sapphire	100M	Solar	6 month	-	PBR	Screw
SUT124	15	\$450.00	Sapphire	100M	Solar	6 month	-	PBR	Screw
SUT125	15	\$350.00	Sapphire	100M	Solar	6 month	-	PBR	Screw
SXDF41	11	\$375.00	Sapphire	100M	Big Date ANALOG	2 YEARS	-	PUSH 3 FOLD	Screw
SXDF44	11	\$395.00	Sapphire	100M	Big Date ANALOG	2 YEARS	-	PUSH 3 FOLD	Screw
SXDF71	19	\$300.00	HL	100M	Analog	3 YEARS	-	PBR	Screw
SXDF72	19	\$325.00	HL	100M	Analog	3 YEARS	-	PBR	Screw
SXDF74	19	\$350.00	HL	100M	Analog	3 YEARS	-	PBR	Screw

SERVICE INFORMATION

**For Seiko factory authorized service,
there are two fully equipped service centers:**

SERVICE CENTER

1111 Macarthur Boulevard, Mahwah, New Jersey 07430
Telephone (201) 529-3316 Fax (201) 529-4525

Centro Técnico de Reparación
Avenida Roberto Clemente C16, Carolina, Puerto Rico 00985
Telephone (787) 750-7190

**To order bracelets, links, clasps, batteries,
cases, tools or straps, call toll free:**

1-800-722-4452

All other material inquiries: (201) 529-3311
Fax (201) 529-4543 or (201) 529-4525

Customer Service

For all inquiries regarding Seiko order status, return authorizations, product information,
special orders, product availability or to request instruction booklets, call:

1-800-782-2510

Para servicio en Español por favor marque:

1-800-782-2510 ext. 7000

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