

SEIKO

2017 SPRING SUPPLEMENT

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LEGEND



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.



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



Water-resistant to 3 bar, 30 meters (100 feet). Withstands splashes of water or rain but should not be worn while swimming or diving.



Water-resistant to 5 bar, 50 meters (165 feet). Suitable for showering or swimming in shallow water.



Water-resistant to 10 bar, 100 meters (330 feet). Suitable for swimming and snorkeling.



Water-resistant to 20 bar, 200 meters (660 feet). Suitable for skin diving.



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



Seiko Partners with PADI, The World's Largest Diving Network.

Since the launch of Seiko's first diver's watch in 1965, the leading watchmaker has brought to professional divers a stream of innovative new technologies and designs that have made diving safer and easier for the professional and recreational diver alike.

Seiko celebrates its partnership with four Prospex PADI special editions. Please refer to pages 7 and 8.

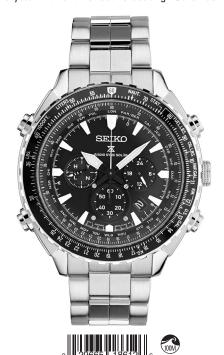


SEIKO

PROSPEX RΛDIO SYNC SOLAR

RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH

Powered by light energy • Radio controlled: automatically receives radio signals to precisely adjust the time and calendar 6-month power reserve once fully charged • Signal reception and result indicator • World time function (25 time zones) • 24 hour indicator Power save function • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in ½-second increments with split time measurement function • When the measurement reaches 6 hours, the stopwatch automatically stops counting • Date calendar Rotating bezel • LumiBrite hands and markers • Hardlex crystal with anti-reflective coating • Screwdown crown • Glass caseback • Caliber 8B92



SSG001 \$750 48.0mm Flight Computer Rotary slide rule bezel

LIMITED EDITION







29665 18613 3

\$\$G007 \$895
PATRIOTS JET TEAM LIMITED EDITION: 2,000 Pieces

Serial number marked on caseback 48.0mm

Official Patriots Jet Team challenge coin included Flight Computer Rotary slide rule bezel Black ion finish



WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR

Powered by light energy • 6-month power reserve once fully charged • World time function (25 time zones) with hour and minute display Power reserve indicator • Daily alarm • Chronograph measures up to 24 hours in 1/5-second increments with split time measurement function Date calendar • LumiBrite hands and markers • Sapphire crystal • Screwdown caseback • Caliber V195







0 29665 18610 2 SSC508 \$495 42.0mm



SSC509 \$450 42.0mm Leather strap



WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR

Powered by light energy • 6-month power reserve once fully charged • World time function (25 time zones) with hour and minute display Power reserve indicator • Daily alarm • Chronograph measures up to 24 hours in 1/5-second increments with split time measurement function Date calendar • LumiBrite hands and markers • Sapphire crystal with anti-reflective coating • Screwdown crown and caseback • Caliber V195





SSC487 \$625 44.5mm







SSC489 \$595 44.5mm Silicone strap







*Kojiro Shiraishi a former world-record holding solo sailor.



SOLAR DIVER

Powered by light energy • 10-month power reserve once fully charged • Date calendar with magnified glass • Screwdown crown and caseback

One way rotating elapsed timing bezel • LumiBrite hands and markers • Caliber V157



AUTOMATIC DIVER

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 24 jewels • Day/Date calendar Screwdown crown and caseback • One way rotating elapsed timing bezel • LumiBrite hands and markers • Caliber 4R36





AUTOMATIC DIVER

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 24 jewels • Day/Date calendar Screwdown crown and caseback • One way rotating elapsed timing bezel • LumiBrite hands and markers • Caliber 4R36



SRPA83 \$795 PADI SPECIAL EDITION 50.0mm Stainless steel and ceramic case Silicone strap

KINETIC GMT DIVER

Powered by movement • Environmentally friendly • 6-month power reserve once fully charged • Power reserve indicator function GMT Indicator • Date calendar • One way rotating elapsed timing bezel • LumiBrite hands and markers Sapphire crystal with anti-reflective coating • Screwdown crown, pusher, and caseback • Caliber 5M85



SUN065 \$725 PADI SPECIAL EDITION 47.5mm Silicone strap



Powered by light energy • 10-month power reserve once fully charged • Date calendar • Rotating bezel • LumiBrite hands and markers Screwdown crown and caseback • Caliber V157







SNE423 \$350 46.0mm Silicone strap

AUTOMATIC

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 23 jewels • Date calendar LumiBrite hands and markers • Screwdown see-through caseback • Caliber 4R35





Inner rotating compass ring







SRPA95 \$375 42.0mm Leather strap Inner rotating compass ring



SEIKO

COUTURA RADIO SYNC SOLAR

RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH

Powered by light energy • Radio controlled: automatically receives radio signals to precisely adjust the time and calendar 6-month power reserve once fully charged • Signal reception and result indicator • World time function (25 time zones) • 24 hour indicator Power save function • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 6 hours, the stopwatch automatically stops counting • Date calendar LumiBrite hands and markers • Sapphire crystal • Screwdown crown • Glass caseback • Caliber 8B92







\$\$650 \$650 \$44.5mm Cabochon crown



PERPETUAL SOLAR ALARM CHRONOGRAPH

Powered by light energy • Hour, minute, and small second hands • Power reserve indicator • Leap year, month, day, and date indicator • Perpetual calendar adjusts for odd and even months including February of leap years up to 2100 • Chronograph measures up to 60 minutes in ½-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting

Alarm • 6-month power reserve once fully charged • LumiBrite hands • Sapphire crystal • Screwdown caseback • Caliber V198







SSC561 \$550 44.0mm 11 diamonds Rose gold highlights Cabochon crown





SSC560 \$495 44.0mm Cabochon crown

SOLAR

Powered by light energy • 10-month power reserve once fully charged • Date calendar • LumiBrite hands • Sapphire crystal Screwdown caseback • Caliber V157





SNE443 \$395 42.5mm 7 diamonds Cabochon crown





SNE444 \$425 42.5mm 7 diamonds Cabochon crown

COUTURA

AUTOMATIC

Hand and automatic winding capabilities • 21,600 vibrations per hour • Gold plated balance wheel • 24 hour indicator Power reserve: approximately 41 hours • 24 jewels • LumiBrite hands • Sapphire crystal • Screwdown see-through caseback • Caliber 4R39









43.5mm Leather strap Rose gold highlights Cabochon crown



Powered by light energy • 6-month power reserve once fully charged • Date calendar • Sapphire crystal • Caliber V137





SUT307 \$395 29.0mm 10 Diamonds Mother-of-pearl dial Cabochon crown





Cabochon crown





SUT310 \$425 29.0mm 10 Diamonds Mother-of-pearl dial Cabochon crown

Powered by light energy • 10-month power reserve once fully charged • Date calendar • Sapphire crystal • Screwdown caseback • Caliber V157









SOLAR CHRONOGRAPH

Powered by light energy • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting • 24-hour indicator • Date calendar 6-month power reserve once fully charged • LumiBrite hands and markers • Screwdown caseback • Caliber V175





43.5mm





SSC569 \$350 43.5mm Leather strap











SSC511 \$375 43.0mm





SSC513 \$350 43.0mm Leather strap

Powered by light energy • 10-month power reserve once fully charged • Day/Date calendar • LumiBrite hands and markers • Screwdown caseback Caliber V158





SNE445 \$275 43.0mm





\$NE447 \$275 43.0mm Aged pewter finish Leather strap







Leather strap

AUTOMATIC

Self-winding • 21,600 vibrations per hour • 21 jewels • Day/Date calendar • Screwdown see-through caseback • Caliber 7S26





SNKN99 \$265 43.5mm





SNKP01 \$265 43.5mm



SOLAR CHRONOGRAPH

Powered by light energy • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting • 24-hour indicator 6-month power reserve once fully charged • Date calendar • Screwdown caseback • Caliber V175



SSC563 \$375

42.0mm





SSC565 \$350 42.0mm Leather strap

\$\$C566 \$395 42.0mm Rose gold finish Leather strap

29665 18858 8

SOLAR CHRONOGRAPH

Powered by light energy • Hour, minute, and small second hands • Chronograph measures up to 60 minutes in 1/5-second increments with split time measurement function • When the measurement reaches 60 minutes, the stopwatch automatically stops counting 24-hour indicator • 6-month power reserve once fully charged • Date calendar • LumiBrite hands and markers • Screwdown caseback Caliber V175

JIMMIE JOHNSON SPECIAL EDITION









SSC505 \$450
JIMMIE JOHNSON SPECIAL EDITION
Signature on caseback
44.5mm
Additional silicone band and
band changing tool included





\$NE429 \$295 41.0mm 8 Diamonds



SNE430 \$325 41.0mm 8 Diamonds

Powered by light energy • 12-month power reserve once fully charged • Caliber V115



SUP865 \$295 39.0mm Ladies' model page 34 (SUP343)



SUP864 \$325 39.0mm Ladies' model page 34 (SUP344)

AUTOMATIC

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 24 jewels • Day/Date calendar LumiBrite hands and markers • Screwdown see-through caseback • Caliber 4R36







SRP713 \$325 43.5mm Leather strap







SRP715 \$325 43.5mm Leather strap

Hand and automatic winding capabilities • 21,600 vibrations per hour • Power reserve: approximately 41 hours • 23 jewels • Date calendar Screwdown see-through caseback • Caliber 4R35







SRPA29 \$350 42.0mm







SRP704 \$375 42.0mm



SRPA97 \$325 42.0mm Leather strap



0 29665 18791 8



SRP772 \$375 42.0mm Rose gold finish Leather strap



SEIKO







SUP323 \$475 20.5mm 24 Diamonds Mother-of-pearl dial







SUP325 \$495 20.5mm 24 Diamonds Mother-of-pearl dial

LIMITED **EDITION**









SUP327 \$575 MISTY COPELAND LIMITED EDITION: 2,000 Pieces Signature and serial number marked on caseback 20.5mm 26 Diamonds Mother-of-pearl dial Rose gold highlights



Powered by light energy • 12-month power reserve once fully charged • Caliber V116





SUP331 \$525 15.5mm 26 Diamonds

Mother-of-pearl dial







SUP332 \$550 15.5mm 26 Diamonds Mother-of-pearl dial Rose gold highlights





















SUP353 \$375 23.5mm 10 diamonds Mother-of-pearl dial







SUP356 \$395 23.5mm 10 diamonds Mother-of-pearl dial

Powered by light energy • 12-month power reserve once fully charged • Caliber V115







SUP333 \$425 26.5mm 20 Diamonds Mother-of-pearl dial







SUP335 \$450 26.5mm 20 Diamonds Mother-of-pearl dial





SUP365 \$350 22.5mm 12 diamonds





SUP366 \$375 22.5mm 12 diamonds



SUT317 \$350 29.0mm 12 diamonds

0 29665 18859 5 50M



SUT318 \$395 29.0mm 12 diamonds Mother-of-pearl dial

0 29665 18860 1



SUT320 \$395 29.0mm 12 diamonds Mother-of-pearl dial

SOI AR

Powered by light energy • 12-month power reserve once fully charged • Caliber V115

Made with Swarovski® crystals







SUP340 \$350 20.5mm Mother-of-pearl dial Rose gold highlights







SUP342 \$325 20.5mm









SUP367 \$295

20.5mm Mother-of-pearl dial Swarovski® Crystal pendant included

Swarovski® is a registered trademark of Swarovksi AG



Powered by light energy • 12-month power reserve once fully charged • Caliber V115

Made with Swarovski® crystals







SUP359 \$325 28.0mm Mother-of-pearl dial





SUP360 \$350 28.0mm Mother-of-pearl dial







SUP364 \$350 28.0mm Mother-of-pearl dial









SUP346 \$275 28.0mm

SOLAR

Powered by light energy • 6-month power reserve once fully charged • Date calendar • Caliber V137

Made with Swarovski® crystals



SUT311 \$295 29.0mm Mother-of-pearl dial



SUT312 \$325 29.0mm Mother-of-pearl dial



SUT314 \$325 29.0mm Mother-of-pearl dial







SUP336 \$295 19.0mm







SUP338 \$295 19.0mm



SUP349 \$275 23.0mm



0 29665 18869 4



SUP352 \$275 23.0mm



Powered by light energy • 6-month power reserve once fully charged • Date calendar • Caliber V137





SUT315 \$225 27.0mm







SUT316 \$250 27.0mm

Powered by light energy • 12-month power reserve once fully charged • Caliber V115



SUP343 \$295 27.0mm Men's model page 21 (SUP865)





SUP344 \$325 27.0mm Men's model page 21 (SUP864)

SEIKO

WATCH OPERATION

FLIGHT COMPUTER

KINETIC KINETIC GMT	5M85
AUTOMATIC	4R35, 4R36, 4R39, 7S26
SOLAR CHRONOGRAPH	
CHRONOGRAPH	V175, V176
PERPETUAL CHRONOGRAPH	V198
WORLD TIME CHRONOGRAPH	V195
RADIO SVNC CHRONOGRAPH	2R02

SEIKO TECHNOLOGY

RADIO SYNC SOLAR

Radio Sync Solar Chronograph automatically receives radio signals daily of an official standard frequency from USA (Fort Collins), Japan, China, or Germany to precisely adjust the time and calendar.

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.

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.

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.

PERPETUAL CALENDAR

The Seiko Perpetual Calendar automatically adjusts for odd and even months including February of leap years.

AUTOMATIC

Self-winding mechanical watches operate using power obtained from a mainspring which is wound automatically with the motion of the wearer's arm.

FLIGHT COMPUTER

SEIKO FLIGHT COMPUTER WATCHES ARE FITTED WITH A ROTARY SLIDE RULE BEZEL FOR RAPID CALCULATIONS AND CONVERSIONS OF FLIGHT DATA AS REQUIRED BY PILOTS. THE ROTARY SLIDE RULE CONSISTS OF A BEZEL RULER AND A DIAL RULER, BOTH OF WHICH PROVIDE A WIDE VARIETY OF COMPUTATIONS AND CONVERSIONS OUTLINED BELOW.

CONVERSION SCALES

DISTANCE: Nautical Miles ↔ Statute Miles ↔ Kilometers

FUEL VOLUME CONVERSION:

US gallons \leftrightarrow Imperial gallons \leftrightarrow Liters

WEIGHT CONVERSIon: Pounds ↔ Kilograms

FUEL VOLUME-TO-WEIGHT CONVERSIOn:

Fuel pounds \leftrightarrow US gallons \leftrightarrow Imperial gallons

 $\mbox{Oil pounds} \leftrightarrow \mbox{US gallons} \leftrightarrow \mbox{Imperial gallons}$

COMPUTATION FOR NAVIGATION

Time calculation:

computes time to fly based on ground speed and distance to fly

Speed calculation:

computes ground speed based on distance to fly and time to fly

Distance calculation:

computes distance to fly based on ground speed and time to fly

Calculation of fuel consumption rate:

(per hour) based on time to fly and fuel consumption

Calculation of fuel quantity required:

based on time to fly and fuel consumption rate

Calculation of time remaining for cruising:

based on fuel innage and fuel consumption rate

Calculation of climbing altitude:

based on climbing rate and climbing time

Calculation of climbing rate:

based on climbing time and target altitude

Calculation of climbing time:

based on climbing rate and target altitude

WORLD TIME SOLAR CHRONOGRAPH WITH POWER RESERVE INDICATOR (Caliber V195)

Features

- World time indicator (25 cities)
- Chronograph can measure up to 24 hours in ¹/₅ second increments.
- Daily Alarm
- · Power reserve indicator
- No battery change required

How to Set Main Time and Calendar

- Pull the crown out to the second click when the small second hand is at the 12 o'clock position.
- Turn the crown to set the main dial time.
- Push the crown back in, then pull the crown out to the first click.
- Turn the crown clockwise until the desired date appears.
- Push crown back to normal position.

How to Set Time on Alarm Sub Dial (6 o'clock position)

- Pull the crown out to the second click. The mode indicator should point to "WT".
- Press button "A" to select the world time city where you are currently located. With each press the 1/5 second hand will advance by one city/ time zone.
- Press button "B" to adjust the time in 24 hour format. (Time should be set to match the main time.) Press quickly for 1-minute adjustments; press and hold for fast-forward adjustments.
- Push the crown back to normal position.

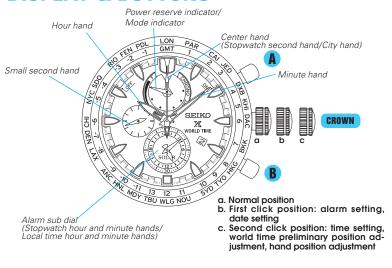
How to Select the Time Zone

- Press button "B" for 3-4 seconds. The mode indicator should point to "WT".
- Press button "A" (clockwise movement) or button "B" (counter-clockwise movement) to advance 1/5 second stopwatch hand to select the desired city.
- The local time of the selected city is now displayed on 6 o'clock sub dial.
- After 10 seconds, the watch will return to normal functioning.

How to Set the Alarm

- Before setting the alarm, make sure the time on the Alarm sub dial (6 o'clock position) is set to the current local time.
- Pull the crown out to the first click. The mode indicator should point to "AL".
- Press button "A" once and the 1/5 second hand will point to "On" (9 second position) or "Off" (51 second position).
- Press button "B" to advance the hands on the 24 hour alarm sub dial to the desired alarm time.
- Push crown back to normal position.
- When the alarm sounds, press button "A" or "B" to silence it.

DISPLAY & BUTTONS



How to Use Alarm Demonstration Button

- Pull out crown to first click position.
- Press button "A" for 3-4 seconds and the alarm will sound.

Stopwatch Functions

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.

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 first competitor.

Press button "A" when 2nd competitor finishes.

Press button "B" to display finish time of 2nd competitor.

Press button "B" to reset.

RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH (Caliber 8B92)

Features

- Radio signal reception (both automatic and manual)
- Radio signal level and result indicator
- World Time Function (25 cities)
- Chronograph measures up to 60 minutes
- Power save function
- No battery change required

Automatic reception

- The watch sets the time and date by automatically receiving a radio signal at 2:00 AM, 3:00AM, and 4:00 AM.
- It takes up to 12 minutes to receive a radio signal. Do not move the watch or operate the crown or buttons while it is receiving radio signals.
- To improve radio signal reception, place the watch in a place where it can easily receive a radio signal, such as a window.

How to check reception status

- Press button "B" once and release
- The second hand indicates the latest reception results of a radio signal for 5 seconds
 - If reception was successful, the second hand points to Y (10-second position)
 - If reception had failed, the second hand points to N (20-second position)

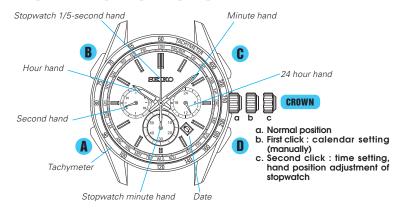
How to conduct manual reception

- Press and hold button "B" for 3 seconds. The watch will start to receive a radio signal.
- Put the watch down and leave untouched for up to 12 minutes.
- During reception, the second hand will point to the reception status.



- H High level of reception (50-second position) L - Low Level of reception (40-second position)
- N No radio signal received/reception has failed (20-second position)
- When radio reception has completed, the second hand starts moving in 1-second increments and the watch resumes normal function.

DISPLAY & BUTTONS



How to Select the Time Zone/ Display of World Time

- Press Button "A" for 3 seconds and release it when the stopwatch 1/5-second hand starts to move clockwise.
- Press button "A" (Counter-clockwise movement) or "B" (clockwise movement) to move the stopwatch 1/s-second hand to the desired time zone/city.
- The hour and minute hands begin to move to display the time in the selected area.
- If there is no activity for 10 seconds after the hour hand stops, the stopwatch 1/5-second hand automatically switches to the 0-position and the watch resumes normal function.
- During daylight saving time, add one hour to the time zone of the desired area (e.g. In Chicago, during daylight saving time, set the time zone city to New York).

Stopwatch Functions

Standard Measurement

Press button "C" to start, stop and restart.

Press button "D" to reset.

Accumulated Elapsed Time Measurement

Press button "C" to start, stop and restart.

Press button "D" to reset.

Split Time Measurement

Press button "C" to start.

Press button "D" to measure split time and then again to release split time.

Press button "C" to stop. To reset press button "D".

Measurement of Two Competitors

Press button "C" to start.

Press button "D" for finish time of first competitor.

Press button "C" when 2nd competitor finishes

Press button "D" to display finish time of 2nd competitor.

Press button "D" to reset.

RADIO SYNC SOLAR WORLD TIME CHRONOGRAPH (Caliber 8B92)

When using the watch in an environment where it is unable to receive radio signals, the time and date can be manually set.

How to manually adjust the time

- Pull the crown out to the second click. The second hand will stop at the 0-second position.
- Press button "A" (counter-clockwise movement) or button "B" (clockwise movement) to adjust the time.
- If buttons "A" and "B" are pressed quickly, the time will advance time in 1-minute increments. If pressed and held for 2 seconds, the hands will start to move continuously. Press button "A" or "B" again to stop.
- Push crown back to normal position.

How to manually adjust the date

- Pull the crown out to the first click. The second hand will stop at the 30 second position.
- Press button "A" until the correct date appears in the date window. Press once for small adjustments, press and hold for continuous movement. Press again to stop.
- Push crown back to normal position.

^{*}When watch receives a radio signal after setting the time or date manually, it will display the time based on the radio signal information that is received.

PERPETUAL CHRONOGRAPH (Caliber V198)

Features

- No battery change required
- · Lasts for 6 months after full charge
- Power reserve indicator
- Energy depletion forewarning function
- Overcharging prevention function

How to Set the Perpetual Calendar (Day, Date, Month, and Leap Year)

- Pull the crown out to the second click.
- A Press once. The day hand turns a full circle.
- B Press to set the day of the week.
- A Press once. The calendar hand turns a full circle.
- B Press to set the date.
- A Press again. The day hand indicates "M" and the calendar moves forward and points to the month.
- B Press to set the month.
- A Press again. The day hand indicates "L" and the calendar hand moves forward and points to the number of years since the last leap year.
- B Press to set the number of years since last leap year.

2015 = 3 (3 years since leap year)

2016 = 00 (2016 is a leap year)

2017 = 1 (1 year since leap year)

2018 = 2 (2 years since leap year)

2019 = 3 (3 years since leap year)

• Push crown in to normal position

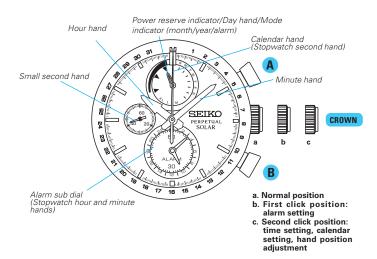
How to Adjust the Time

- Pull the crown out to the second click when the small second hand is at the 12 o'clock position.
- Turn the crown to set the main dial time.
- B Press to set the alarm sub-dial time to the current time in 24 hour format.
- Push crown in to normal position.

How to Set an Alarm

Push Button "B" to enter Calendar/Alarm mode. Each press of "B" alternates between Calendar/Alarm mode and Stopwatch mode)

- Pull the crown out to the first click while in Calendar/Alarm mode. The day hand will point to "AL"
- A or B Press the A button to advance the time on the subdial by 1 minute. Press the B button to move it back by one minute.
- Push the crown in to normal position
- The alarm sounds for 20 seconds at the designated time.
- A or B Press to silence the alarm.



How to Use the Stopwatch

Push Button "B" to enter Stopwatch mode. Each press of "B" alternates between Calendar/Alarm mode and Stopwatch mode)

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.

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 first competitor.

Press button "A" for 2nd competitor finish.

Press button "B" for finish time of 2nd competitor.

Press button "B" to reset.

KINETIC Seiko Series SUN (5M85)

Features

- Automatic power generator.
- Power reserve indicator function.
- Energy depletion forewarning function.
- Overcharge prevention function.
- Duration of full charge is approximately 6-months
- Hour, minute and second hands.
- 24 hour hand
 - Capable of indicating Greenwich Mean Time (GMT) or used as dual time indicator.

How to Charge the Watch

When using the watch for the first time after it is purchased, be sure to charge the power reserve sufficiently by swinging the watch side to side before setting the time and other functions.

- Swing the watch from side to side approximately 250 times at the rate of twice per second. This will start the watch and the second hand will move at one-second intervals. Swinging the watch 200 times further will reserve approximately one additional day of power.
- 2. Set the time/calendar and put on the watch.

Note:

Wearing the watch continuously for 12 hours will accumulate power to run the watch for approximately one and a half additional days.

As a general guideline, if you wear the watch every day for 12 hours over a period of a week, the power to run the watch for approximately ten days will be additionally secured. If the watch enters the power save mode, this amount of energy will keep the watch from running for approximately one month and a half.

How to set time and Date

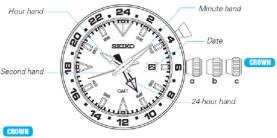
- Unscrew (if screwdown type) the crown by turning it counterclockwise and pull out to the first click position.
- Turn the crown clockwise until the previous day's date appears.
- Pull the crown out to the second click.
- Turn the crown to advance the hands until the date changes to the next day. The time is set for the A.M. period. Keep advancing the hands to set the correct time.
- Push the crown back into the original position.
- Screw in crown (if screwdown type).

How to Use the 24-Hour Hand

Because this watch is designed with an hour hand that can move separately from the other hands, setting procedures are a bit different.

You can set the watch in two different modes:

 The 24-hour hand shows 24-hour time and acts as an AM/PM indicator while the hour hand shows 12-hour time



- a) Normal position
- b) First click position: hour-hand independent adjustment, date setting c) Second click position: time setting

OR

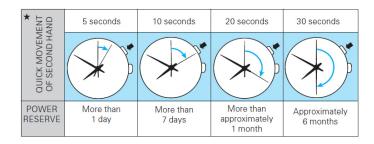
- The 24-hour hand shows the time in a different time zone from the time shown by the hour hand.
- 1. Pull the crown out to the second click position when the second hand is at the 12 o'clock position.
- 2a. For a single time zone, so the 24-hour hand indicates AM/PM, turn the crown in either direction to set the minute hand and 24-hour hand to the current time in your area, using the 24-hour marks on the dial.

OR

- 2b. To use the 24-hour hand to indicate time in another zone, turn the crown in either direction to set the minute hand and the 24-hour hand to the time in another area, using the 24-hour marks on the dial.
- 3. Push the crown back to normal position.
- 4. Now pull the crown out to the first click position and rotate it in either direction, moving the hour hand around the dial (it moves in one hour increments) until both the date and hour are correct for your area.
- 5. Push the crown back to normal position.

Checking the Power Reserve

The power reserve indicator function shows how much energy is stored. To check how long the watch can operate on its current charge, wait until the second hand is in the 12 o'clock position and press the button at the 2 o'clock position on the watch case. Then use the chart below to determine how much stored energy is indicated by the number of seconds that the second hand moved. The second hand will resume normal operation in 30 seconds or less.



AUTOMATIC Seiko Series SRP (4R35,4R36), SSA (4R38,4R39)

Features

- · Hand wind and automatic wind
- Overwind protection function
- Power reserve indicator

How to Wind the Main Spring

This watch is an automatic watch equipped with a manual winding mechanism.

- When the watch is worn on the wrist, the motion of the wearer's arm winds the mainspring of the watch.
- If your watch is completely stopped, it is recommended that you manually wind the mainspring by turning the crown clockwise.

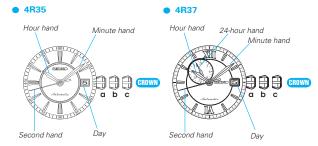
How to Set Time and Date (4R35)

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unimpaired).
- Turn the crown counterclockwise until the date hand points to the previous day's date.
 - Example: if today is the 6th of the month, the date display should indicate the previous date, the 5th.
- 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.

Note:

- The mechanism of mechanical watches is different from that
 of quartz watches. When setting the time, be sure to turn
 back the minute hand a little behind the desired time and
 then advance it to the exact time.
- Do not set the date between 9:00 p.m. and 1:00 a.m. If you
 do, the date may not change properly and it may cause
 a malfunction.

NAMES OF THE PARTS

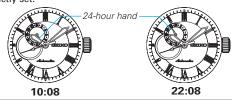


How to Set Time Day and Date (4R36)

- Pull out the crown to the first click. (The second hand continues moving and the accuracy of the watch is unimpaired).
- Turn the crown clockwise to set the day.
- To set the date, turn the crown counterclockwise until the previous days 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.

How to Set Time Day and Date (4R38, 4R39)

- Pull out the crown to the first click when the second hand is at the 12 o'clock position. (The second hand stops on the spot.)
- Turn the crown to set the hour and minute hands to the correct time.
- Push the crown back into the original position.
- Cal. 4R39 has a 24-hour hand which moves correspondingly with the hour hand. When setting the time, check that the 24-hour hand is correctly set.



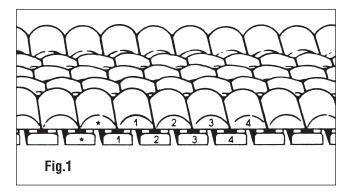
Seiko bracelets are designed to be elegant and durable, as well as easy to adjust.

PRO TIPS

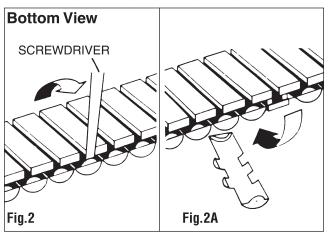
- Before "sizing," estimate the number of links you'll want to remove, and remove sections, rather than individual links, when you can.
- If you are only making a small adjustment, check to see if it can be made by adjusting the clasp mechanism before you start removing links.
- · Save the removed links.
- · Work on a flat surface so the links stay aligned.
- On expansion bracelets, remove links from near the center of the watchband.
- On clasp bracelets, remove an equal number of links from the bracelet on each side of the clasp.

LOCKING TAB BRACELETS

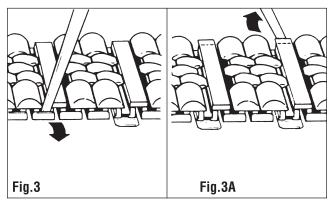
- Many bracelets, particularly expansion bracelets in a "topshell and bottom box" design, are locked together by bent tabs of metal. To size these bracelets:
- 2. Place the band upside down and use a thin blade to pull out and straighten the tab on one end of a topshell.
- 2A. Lift the band, pivot the end of the topshell with the straightened tab away from the band and "unhook" the other hand to free the topshell. Put this topshell aside for reassembly. Repeat this procedure, on the topshell at the other end of the section you want to remove.



- 3. Place the band rightside up so you can see the "top boxes" you have exposed by removing topshells. Next, use a thin blade to pull out and straighten the flaps on the bottom boxes diagonally to the left of the topshells you have removed.
- 3A. Then straighten the flaps on the exposed top boxes.

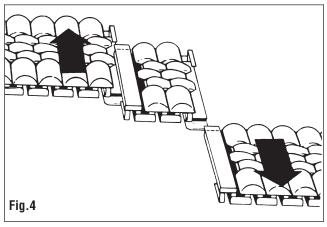


- Keeping the bracelet on a flat surface, slide the left hand section of the bracelet away from you as you pull the right hand section toward you.
- 5. Remove the unwanted section and align the two parts of

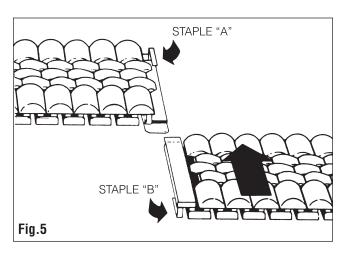


the band for reassembly. "Staple A," the small hook on the left hand section, should slide into the top box on the right hand section above the spring. "Staple B," on the right hand section should slide into the bottom box on the available left hand section.

6. Gently "close" the flaps on the top and bottom boxes. Do not use pliers - they can damage a bracelet.



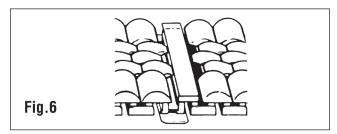
- Take the first topshell you removed and hook its unbent end into the bracelet over the top box flap. Pivot it into place.
- 7A. Rebend and insert the tab to lock the topshell into position.



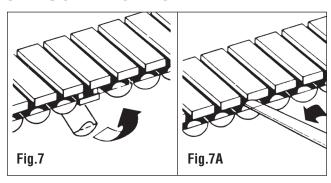
SCREW PIN BRACELETS

These bracelets are easy to size. Unscrew the pins that hold the links you wish to remove, remove those links, reassemble the band, and re-insert a screw to hold it together.

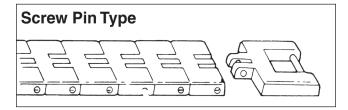
Note that in some bracelets, not all links have accessible screws.



SPRING CLIP BRACELETS



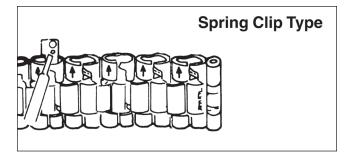
These bracelets can be quickly sized, once you know how. Looking at the underside of the bracelet, place a pointed object into a spring clip you want to remove and slide the spring clip in the direction of the arrow. Once you have removed the appropriate number of links, align the remaining parts of the bracelet and put one of the spring clips you removed back in to join the bracelet back together.



SPLIT PIN TYPE (SIZING CODE I)

Push the pin in with the SEIKO Multiple Band Sizing tool or a common band sizing tool in the direction of the arrow and the pin will be removed from the link.

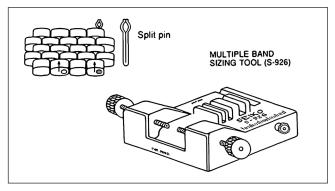
After removing the appropriate number of links, reassemble the links and insert the pin using the sizing tool in the opposite direction of the arrow.



PIN AND SPLIT PIPE TYPE (SIZING CODE C)

Push the pin in with the sizing tool in the direction of the arrow and the pin and a pipe can be taken out.

Remove the appropriate number of links.



REASSEMBLY

Type A

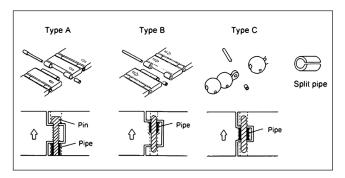
Reassemble the links, place the pipe into the hole of the link and insert the pin in the opposite direction of the arrow.

Type B

Place the pipe into the hole of the link, reassemble the links and insert the pin in the direction of the arrow.

Type C

Place the pipe into the hole of the link, reassemble the links and insert the pin.



Seiko has introduced a bracelet sizing coding system, adding a sizing code on each bracelet after the Band # with a dot in-between as shown below. The bracelet code can be found on the back of the bracelet either on the end piece, clasp, or on the links.



See Operational Guide for detailed instructions on bracelet sizing codes.

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANC	MOVEMENT	BATTERY LIFE	LUMINOUS	CLASP	CASEBACK
SNE423	9	\$350.00	Н	100M	Solar	10-month reserve	Hands & Markers	Buckle	Screw
SNE427	16	\$375.00	S	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE428	16	\$425.00	S	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE429	21	\$295.00	Н	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE430	21	\$325.00	Н	100M	Solar	10-month reserve	-	Push 3 fold	Screw
SNE435	7	\$395.00	H with magnified glass	200m Diver	Solar	10-month reserve	Hands & Markers	Push 3 fold with extender	Screw
SNE441	7		H with magnified glass			10-month reserve	Hands & Markers	Buckle	Screw
SNE443	13	\$395.00	S	100M	Solar	10-month reserve	Hands & Markers	Push 3 fold	Screw
SNE444	13	\$425.00	s	100M	Solar	10-month reserve	Hands & Markers	Push 3 fold	Screw
SNE445	18	\$275.00	н	100M	Solar	10-month reserve	Hands & Markers	Push 3 fold	Screw
SNE447	18	\$275.00	н	100M	Solar	10-month reserve	Hands & Markers	Buckle	Screw
SNE448	18	\$275.00	н	100M	Solar	10-month reserve	Hands & Markers	Buckle	Screw
SNKN99	18	\$265.00	Н	50M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SNKP01	18	\$265.00	Н	50M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SRP704	23	\$375.00	CH	100M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SRP713	22	\$325.00	CH	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SRP715	22	\$325.00	CH	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SRP772	23	\$375.00	СН	100M	Automatic	41-hour reserve	-	Buckle	Screw see-through
SRPA21	7	\$525.00	Н	200m Diver	Automatic	41-hour reserve	Hands & Markers	Push 3 fold with extender	Screw
SRPA29	23	\$350.00	CH	100M	Automatic	41-hour reserve	-	Push 3 fold	Screw see-through
SRPA71	9	\$395.00	н	100M	Automatic	41-hour reserve	Hands & Markers	Push 3 fold	Screw see-through
SRPA83	8	\$795.00	н	200m Diver	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw
SRPA95	9	\$375.00	н	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SRPA97	23	\$325.00	СН	100M	Automatic	41-hour reserve	-	Buckle	Screw see-through
SSA313	14	\$475.00	S	100M	Automatic	41-hour reserve	Hands & Markers	Buckle	Screw see-through
SSA314	14	\$525.00	S	100M	Automatic	41-hour reserve	Hands & Markers	Push 3 fold	Screw see-through
SSC487	6	\$625.00	S with anti- reflective coating	100M	Solar WT Chronograph with Power Reserve	6-month reserve	Hands & Markers	Push 3 fold with extender	Screw
SSC489	6	\$595.00	S with anti- reflective coating	100M	Solar WT Chronograph with Power Reserve	6-month reserve	Hands & Markers	Buckle	Screw
SSC505	20	\$450.00	Н	100M	Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold with buckle	Screw
SSC507	5	\$475.00	S	100M	Solar WT Chronograph with Power Reserve	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC508	5	\$495.00	S	100M	Solar WT Chronograph with Power Reserve	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC509	5	\$450.00	S	100M	Solar WT Chronograph with Power Reserve	6-month reserve	Hands & Markers	Buckle	Screw
SSC511	17	\$375.00	Н	100M	Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Screw
SSC513	17	\$350.00	H S with anti-	100M	Solar Chronograph Solar WT Chronograph	6-month reserve	Hands & Markers	Buckle Push 3 fold	Screw
SSC549	6	\$650.00	reflective coatin	_{ig} 100M	with Power Reserve	6-month reserve	Hands & Markers	with extender	Screw
SSC560	13	\$495.00	S		Solar Perpetual Chronograph	6-month reserve	Hands & Markers		Screw
SSC561	13	\$550.00	S		Solar Perpetual Chronograph	6-month reserve	Hands & Markers		Screw
SSC563	19	\$375.00	СН	100M	Solar Chronograph	6-month reserve	-	Push 3 fold	Screw
SSC565	19	\$350.00	СН	100M	Solar Chronograph	6-month reserve	-	Buckle	Screw
SSC566	19	\$395.00	СН	100M	Solar Chronograph	6-month reserve		Buckle	Screw
SSC567	17	\$375.00		100M	Solar Chronograph	6-month reserve	Hands & Markers		
SSC569	17	\$350.00	Н	100M	Solar Chronograph	6-month reserve	Hands & Markers	Buckle	Screw
SSC570	17	\$375.00	H H with anti-	100M	Solar Chronograph	6-month reserve	Hands & Markers	Buckle	Screw
SSG001	4		reflective coating H with anti-	100M	Radio Sync Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG007	4		reflective coating	100M	Radio Sync Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG009	12	\$595.00	S	100M	Radio Sync Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SSG010	12	\$650.00	S S with anti-	100M	Radio Sync Solar Chronograph	6-month reserve	Hands & Markers	Push 3 fold	Glass (fixed)
SUN065	8		S with anti- reflective coating	200m Diver	Kinetic GMT	6-month reserve	Hands & Markers	Buckle	Screw
SUP323	25	\$475.00	CH CH (with gold	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP325	25	\$495.00	metalization) CH (with gold	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP327	25	\$575.00	metalization)	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP329	26	\$425.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP330	26	\$450.00	H	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP331	26	\$525.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap

KEY TO FEATURES

CRYSTAL: H - Hardlex Crystal CH - Curved Hardlex Crystal S - Sapphire Crystal CS - Curved Sapphire Crystal CLASP: DL - Double Locking Clasp F - Folding Buckle 3F - 3-Fold Buckle JC - Jewelers Clasp PBR - Push Button Release Clasp

CASEBACK: SD - Screwdown Caseback

New models appear in $\ensuremath{\mathbf{BOLD}}$

MODEL	PAGE	RETAIL	CRYSTAL	WATER RESISTANCY	MOVEMENT	BATTERY LIFE	LUMINOUS	CLASP	CASEBACK
SUP332	26	\$550.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP333	28	\$425.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP335	28	\$450.00	CH (with gold metalization)	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP336	33	\$295.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP338	33	\$295.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP340	30	\$350.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP342	30	\$325.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP343	34	\$295.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP344	34	\$325.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP345	31	\$250.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP346	31	\$275.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP349	33	\$275.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP352	33	\$275.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP353	27	\$375.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP354	27	\$395.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP356	27	\$395.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP358	26	\$450.00	н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP359	31	\$325.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP360	31	\$350.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP364	31	\$350.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP365	28	\$350.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP366	28	\$375.00	СН	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP367	30	\$295.00	CH	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP864	21	\$325.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUP865	21	\$295.00	Н	30M	Solar	12-month reserve	-	Push 3 fold	Snap
SUT307	15	\$395.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT308	15	\$425.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT310	15	\$425.00	S	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT311	32	\$295.00	CH	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT312	32	\$325.00	CH	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT314	32	\$325.00	CH	30M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT315	34	\$225.00	Н	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT316	34	\$250.00	Н	100M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT317	29	\$350.00	Н	50M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT318	29	\$395.00	Н	50M	Solar	6-month reserve	-	Push 3 fold	Snap
SUT320	29	\$395.00	Н	50M	Solar	6-month reserve	-	Push 3 fold	Snap

KEY TO FEATURES

CRYSTAL: H - Hardlex Crystal CH - Curved Hardlex Crystal S - Sapphire Crystal CS - Curved Sapphire Crystal CLASP: DL - Double Locking Clasp F - Folding Buckle 3F - 3-Fold Buckle JC - Jewelers Clasp PBR - Push Button Release Clasp

CASEBACK: SD - Screwdown Caseback

New models appear in $\ensuremath{\mathbf{BOLD}}$



THE CORPORATE GIFT AND INCENTIVE COLLECTION

SEIKO Corporation of America

THE CORPORATE GIFT AND - INCENTIVE COLLECTION

No gift is treasured more than the gift of time. The SEIKO Corporate Gift and Incentive collection is designed for these important events when a reward has been earned or a contribution is recognized. Whether the occasion to be celebrated is a service award or an anniversary of a special achievement, a Seiko or Pulsar watch or clock will make it special.

Every timepiece in the SEIKO Corporate Gift and Incentive Collection is timeless in design and built to last, so that the memory of its presentation will endure. When the occasion is truly special, give the gift of time. Give SEIKO.

PLEASE NOTE: These watches and clocks are not for resale purposes.

CUSTOMIZATION SERVICES

Dial Imprinting



Imprint your logo or message directly on the watch dial.

Case Back Laser Marking



The case back can be personalized by laser etched text or logo.

Medallion





This page contains medallion specific models. For dial imprint services, a selection of Solar models can also be used. Please reference the Seiko full line catalog for a selection Solar and Quartz models as well as the Pulsar full line catalog. Stainless steel case & bracelet. Water resistant to 30M.

^{*}Not for resale at retail - corporate sales only



QXW440BLH



QHE102GL



QHG106GLH



QHG102GL

Seiko Clocks offer compelling advantages for corporate gift programs. No other timepiece brand has such positive national and worldwide consumer recognition for quality, innovation, design and value.

Many Seiko Clocks may be easily personalized with the recipient's name, a message or corporate logo. We offer professional clock engraving, etching, silkscreening and imprinting services. A selection of brass plaques in the most popular sizes are available for customization. Think of Seiko Clocks for: Awards

Incentives

Awards

- Length-of-Service
- Performance
- Recognition
- Safety Awards
- Business Gifts

- ENGRAVING INFORMATION BRASS ENGRAVING PLAQUES

A customized clock is a meaningful, special and personal gift. Ideal for weddings, graduations, awards or birthdays.

Seiko offers a range of brass plaques perfect for travel, desk/table or mantel clocks.



Double stick backing tape.

PL020 5 1/16" x 1/2"



Satin finish; beveled edge; Double-stick backing tape.

571-05 4" x 1 1/4"



Satin finish; beveled edge; Double-stick backing tape.

571-15 2 ½" x 1 ¼"



Satin finish; beveled edge; Double-stick backing tape.

571-25 2 ½" x ¾" 571-26 2 ½" x ¾" (silver-tone)



Satin finish; beveled edge; Double-stick backing tape.

571-35 2" x 5%"

ENGRAVING CLOCKS

- 50¢ per character with a minimum of \$5.00 per clock. See price list for costs of various size plaques.
- 2. Allow two to four weeks AFTER receipt of order.

GENERAL CONDITIONS

- 1. All personalization orders are firm an non-cancelable.
- 2. All personalization orders are non-returnable

WATCH DIAL IMPRINTING

- Allow 4 weeks AFTER receipt of order, one week additional for artwork alterations and engraving.
- 2. Allow 3 weeks after receipt of order for repeats.
- 3. Paper proofs one allowed at no charge.
- 4. Additional paper proofs \$18.75 each.

COSTS (V)

Set Up / Die Charge	\$95.00 and \$47.50 each additional color
	· ·

Dial Imprint Pricing					
qty	1 color	2 color	3 color		
1-7	\$49.00	\$54.00	\$60.00		
8-24	\$14.63	\$16.81	\$18.38		
25-49	\$13.06	\$14.60	\$16.19		
50-99	\$12.75	\$14.31	\$15.88		
100-249	\$12.13	\$13.69	\$15.25		
250-499	\$11.52	\$13.01	\$14.49		

Additional Charge if Needed	Pricing
Additional Paper Proofs above 1	\$40.00
Remove existing copy	\$2.50
Personalization	\$20.00
PMS Color Match	\$75.00
Four Color Process	\$120.00

Lead Times				
New Order 3-4 weeks from proof approval				
Repeat Order	2-3 weeks from proof approval			
Four Color Process	3-5 weeks from proof approval			

MEDALLION DIALS (V)

- 1. Die Charge includes 1 color paper proof
- 2. Lead times: 5 7 weeks for new art 4 weeks for repeat orders
- 3. Lead times may be increased up to 1 additional week in November and December
- 4. Rush services are available at a premium to above prices
- 5. Dials must be shipped in watches only
- 6. Printed color area must be noted on copy of artwork
- 7. On day date models, only date will appear
- Standard medallions are gold, silver or two tone with satin or pebbled backgrounds and high polished raised areas
- 9. Paper Proof \$42.00

Description	Medallion only Pricing	Medallion + 1 color Pricing
One time die Charge per Model	\$625.00	\$687.50
1 pc	\$93.75	\$106.25
2-5 pcs	\$68.75	\$75.00
6-39 pcs	\$34.38	\$40.00
40-99 pcs	\$21.88	\$28.13
100+ pcs	\$17.50	\$25.00

ENGRAVING WATCHES AND CLOCKS

Logo Engraving					
Description	Pricing				
Logo Engraving Set Up Charge	\$95.00				
Logo Engraving Run Charge	\$10.00				
PROOF \$40.00					
Production Time 1 week from approved on engraving only					
Production Time 1 week from approved on engraving only					

Text Engraving

- Cost to engrave watches and brass plaques: \$0.50 per character with minimum of \$5.00 per unit. If necessary to remove existing engraving a \$7.00 charge will be applied. Sizes of brass plaques for clocks: 2" X 5/8" (\$1.88), 2 1/2" X 1 1/4" (\$1.88), 2 1/2" X 3/4" (\$1.88), 4" X 1 1/4" (\$2.19), 2 1/4" X 2 1/4" (\$2.19)
- 2. Seiko will mount plaques before shipping at \$3.13 per unit
- If Excel text file is not provided a \$25.00 charge will be accessed for conversion
- 4. Less then minimum charge: Less than 8 = \$28.00

WATCH CASE BACK "BUFF-OFF"

(V)

Description	Pricing
Caseback Brush Off	\$9.00

SILK-SCREENING ON CLOCKS

Silk-Screening on Clocks					
qty	1 color	2 color	3 color		
1-7	\$49.00	\$54.00	\$60.00		
8-24	\$14.63	\$16.81	\$18.38		
25-49	\$13.06	\$14.60	\$16.19		
50-99	\$12.75	\$14.31	\$15.88		
100-249	\$12.13	\$13.69	\$15.25		
250-499	\$11.52	\$13.01	\$14.49		

- 1. Allow 4-6 weeks after receipt of order.
- 2. Sample for approval will be \$125.00 plus clock cost.

Please note, not all clocks are imprintable. This will be determined as well as multi-color capabilities when the order PO is reviewed.

DIAL IMPRINT / MEDALLION DIAL ORDERING INFORMATION (V)

- All orders must be in writing. Please email customwatches@seikousa.com
 or fax your order to 201-529-1248. Please include the following
 information on your order: Customer name and address, account
 number, model number and quantities, artwork (for new imprints), name
 of imprint or medallion, position of imprint (e.g. 6 o'clock, 9 o'clock) and
 PMS colors (dial imprint).
- 2. All personalization orders are non-returnable and non-refundable.
- 3. Camera ready artwork must be supplied at time of order. Artwork charge of \$50.00 per hour if art has to be changed.
- 4. Please refer to price list for cost lead times
- Proof will be sent via email. Dial imprint proofs for solar models will include minimum permeability percent and actual permeability percent.

Digital Printing	Price		
Set Up charge per model or box	\$48.00		
Run Charge Per watch or box	\$4.00		

SEIKO Corporation of America WATCH AND CLOCK CUSTOMIZATION WORK ORDER

1. ACCOUNT INFORMATION PLEASE COMPLETE ALL FIELDS

Account Name:		Account Number:				
PO Number:		Shipper Number:				
Ship To Attention:						
Ship To Street Address 1:						
Ship To Street Address 2:						
City:			State:		Zip Code:	
2. CUSTOMIZATION INFORMATI	ON PLEASE COMPL	ETE ALL FIELD)S			
Today's Date:			Date Required:			
Repeat Order? Yes □ No □ Customization		tion Type:	e:		Dial Position:	
Name Of Logo:	Name Of Logo:		Proof Needed? Yes □ No □			
Comments:						
DESCRIPTION		CODE			PRICING	
Caseback Brushing	SWEN001	714				
Pulsar Die Setup One Color	PWDC001	720				
Pulsar Add'l. Color Setup	PWDC001	720				
Pulsar Medallion Setup	PWDC001	720				
Pulsar Run Charge	PWDI001	710				
Pulsar Engraving	PWEN001	716				
Pulsar Engraving LTM Charge	PWEN001	716				
Seiko Die Setup One Color	SWDC001	715				
Seiko Add'l. Color Setup	SWDC001	715				
Seiko Medallion Setup	SWDC001	715				
Seiko Run Charge	SWDI001	712				
Seiko Engraving	SWEN001	714				
Seiko Engraving LTM Charge	SWEN001	714				
Clock Engraving	SCEN001	718				
Drop Ship Charge	DSCHG	711				
3. PRODUCT INFORMATION MUS	ST INCLUDE ALL M	ODEL NUMBEI	RS AND QUANTI	тү		
SEQ. ITEM NUMBER	DESCRIPT	ION	QUAN	TITY		
1						
2						
3						
4						
5						
6						
7						
For SCA Use Only						
		Vendor:		Order #:		
Entered By:		Order Date:				
Additional: Rush □ Set Up □ Run □ 4+ Color □			Engraving Characters:			
Comments:						

SERVICE INFORMATION

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

SCA SERVICE CENTER

1111 Macarthur Boulevard, Mahwah, New Jersey 07430 Telephone 201.529.3316 Fax 201.529.4525

SeikoServiceUSA.com

Centro Técnico de Reparación Avenida Roberto Clemente C16, Carolina, Puerto Rico 00985 Telephone 787.750.7190

To order spare parts, call toll free: 1.800.722.4452

Fax 201.529.4543 or 201.529.4525

CUSTOMER SERVICE

For all inquiries regarding Clock order status, backorders, return authorizations and product information or to place special orders, check availability or request instruction booklets, call:

1.800.782.2510

Log on to www.SCABiznet.com to visit our specially designed online retail planner. SCABiznet allows our retail partners to view, download and transfer all Seiko images, logos, advertising and information materials.



SeikoClocks.com

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