

## **CITIZEN to make its debut at the MILAN DESIGN WEEK, one of the world's largest design festivals**

**— April 8 (Tue) to 13 (Sun), 2014 in Triennale di Milano, Italy —**

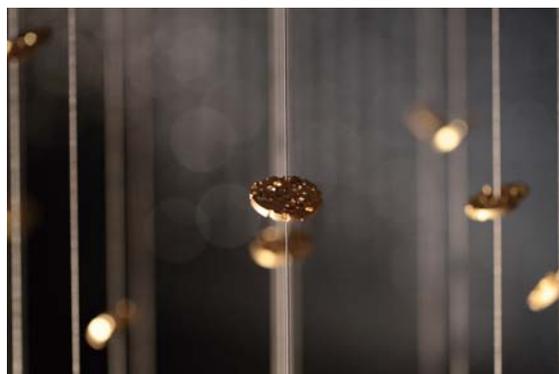
As a part of its global branding activities, CITIZEN will participate in the MILAN DESIGN WEEK. This global design festival offers an exciting opportunity where we can make people around the world more aware of the CITIZEN brand promise — creating the future of watches.

Since the company's founding in 1930, CITIZEN has focused on pushing the boundaries of watchmaking so that more people around the world can wear superior watches. One pivotal technological breakthrough in 1976, based on this culture of innovation, was the development of a revolutionary light-powered technology called Eco-Drive, which uses electrical power converted from virtually any light source to drive a watch. Eco-Drive completely eliminated the need to replace batteries and democratized the joy of wearing and using CITIZEN watches, representing the essential nature of our corporate spirit.

Transforming “light” to “time to explore a new “future” together. Eco-Drive evolves the “TIME x LIGHT x FUTURE” concept.

Appearing at the MILAN DESIGN WEEK allows CITIZEN an excellent opportunity to raise awareness of our brand. This world-class design festival attracts over 320,000 visitors from more than 160 countries around the world. They will have an opportunity to experience the CITIZEN brand spirit, which relentlessly forges the future through the exploration of the relationship between light and time.

The design of the “installation art” was developed by Tsuyoshi Tane(DGT), a renowned Paris-based architect, together with CITIZEN's in-house design team. Celebrating the theme of “LIGHT is TIME,” the installation is comprised of the main plates — the main movement plate that forms the foundation of all watches. The 80,000 main plates suspended in air create an inspirational space for our exhibition at Triennale di Milano. Among other highlights, a pocket watch from the 1920s and the latest model will also be on exhibit. This rare timepiece will show visitors a glimpse of the origin of CITIZEN. Combined with our latest lineup and the art installation, the entire exhibit will reinforce our world-class brand and hopefully allow visitors to better understand allure of CITIZEN Design and our watch-making craftsmanship are all about.



## LIGHT is TIME

### Time is Light, Light is Time

"Time is light and light is time." We found inspiration from CITIZEN 's watch-making and finally hit on this simplest of concepts: "LIGHT is TIME." Light was born at the instant of the Big Bang, the universe's beginning. From beyond the horizon, the rising sun slowly covers the earth in light, shadows transform into a different shapes, the seasons to transmit colour in nature and the waxing and waning of the Moon changes. When humans noticed these things, we unknowingly created the concept of time.

### LIGHT is TIME

CITIZEN came to take on the challenge of making watches that show how "time changes by light" in accordance with the company's philosophy of "watches for all citizens."

"LIGHT is TIME" is an installation of light and time at the Triennale di Milano exhibition hall, where we will present a magnificent space made from a palette of unique materials, including our main element of 80,000 'main plates' – the most basic part of a watch. There, we envision a space-orchestration where light will fill the room, composing – through the senses of sound and vision – a sense of light and time as yet not experienced by humankind. In addition to exhibiting everything from pocket watches as origin (where CITIZEN first started) to the latest satellite-synchronized watch at the venue, we hope that the audience will experience CITIZEN's mission to search and discover 'What makes a watch'.

### 21st Century Light for Time

Time is light. If there were no light, then there would be no time. In the 20th century, mankind digitized time, measured it and continued to economize our time, until eventually we forgot about its relationship with the essence of light. Without light we never would have had the wonders of the universe, the richness of our planet or the joy and pleasure of our lives.

"LIGHT is TIME" – the manifestation of light's return to time – is our great challenge of the 21st-century.

Tsuyoshi Tane (DGT)



### DGT (DORELL.GHOTMEH.TANE / ARCHITECTS)

DGT is an international architecture practice founded in Paris in 2006, and is directed by Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane. The winner of the international competition to design the Estonian National Museum, (to be completed in 2016), DGT has numerous ongoing projects globally, gaining the practice much attention worldwide. In 2008 U.K.-based ICON Magazine selected DGT among the "20 essential young architects." In 2012 DGT was a shortlisted finalist for the competition to design the New National Stadium of Japan. DGT has won numerous other prizes including the young architects prize from the French Ministry of Culture (2008), the Architects Association of Milan (2008), and the Red Dot Award (2013).

[www.dgtarchitects.com](http://www.dgtarchitects.com)

## Exhibition Overview

- **Title:** CITIZEN MILAN DESIGN WEEK 2014
- **Theme:** LIGHT is TIME
- **Period:**
  - Public:** April 8 (Tue.) to 13 (Sun.), 2014 (6 days in total)  
※April 8 (Tue.), 10:30 – 24:00, after April 9 (wed), 10:30 – 22:00
  - Press review:** April 7 (Mon.), 11:00 – 18:00
  - Opening reception:** April 7 (Mon.) 16:00 – 18:00
- **Venue:** Curva A, Zone GF, La Triennale di Milano, Italy
- **Exhibition space:** Approx. 445m<sup>2</sup>
- **Host:** CITIZEN WATCH CO.,LTD.
- **Creative direction:** Citizen Brand Head Office, CITIZEN WATCH CO.,LTD.
- **Installation Design:** DGT(DORELL.GHOTMEH.TANE / ARCHITECTS)
- **Lighting / Sound Direction:** Yutaka Endo (LUFTZUG)

## About CITIZEN...

Since its foundation in 1930, CITIZEN has promoted a multi-cultural mindset that fosters excellence and creativity. As a “citizen” of the world, we make it our responsibility to help cultivate a culture of positive change and ongoing evolution through our craft. We take this mission seriously and eagerly welcome what the future may bring.

As a true manufacture d'horlogerie, CITIZEN integrates a comprehensive manufacturing process that extends from creating a watch's individual components to its final assembly. It's an artisan's approach to watchmaking based on pushing forward the boundaries of technology and leveraging our experience to explore new possibilities.

Our 84-year history of world's-firsts includes such watchmaking innovations as radio-controlled and satellite-synchronized timekeeping. Another pivotal technological was the development of a revolutionary light-powered technology — Eco-Drive. CITIZEN pioneered this technology well ahead of other watch manufacturers as early as 1976. Utilizing electrical power converted from virtually any light source, this extraordinary innovation changed forever the way watches could be powered. Eco-Drive eliminated the need to replace batteries, which made it especially beneficial to areas where specialist batteries were not obtainable. This advance democratized the joy of wearing and using CITIZEN watches, thus making the experience even more memorable for all citizens of the world.

CITIZEN continues imagining what the future will bring, as well as improving on today's breakthroughs. All these activities are based on our belief that “For each of us at CITIZEN, now is the time to start to make the world better.” These are the visions behind and our new brand statement, “BETTER STARTS NOW”. Building further on our achievements, we will keep pushing boundaries for tomorrow so that more customers everywhere can wear superior watches.

### Eco-Drive

Eco-Drive is CITIZEN's proprietary technology that powers watches using any natural or artificial light source. It drives the watch by incorporating a solar cell that generates electricity from captured light. Surplus electrical energy is stored in a rechargeable battery. This mechanism has earned an ecologically friendly reputation:

- Eliminates the need to replace batteries
- Incorporates a rechargeable battery that does not use harmful metals
- No toxic substances used in manufacturing process

*Fueled by light. Any light.*

*A watch that never needs a battery*

*Driven by a revolutionary light-harnessing technology  
that converges time, light and the future.*

## **BETTER STARTS NOW.**

At CITIZEN, we believe time should not be counted by seconds, but measured by progress.

CITIZEN's new brand statement, "BETTER STARTS NOW," reflects our 84-year history of ceaselessly moving forward. It reflects our belief that for each of us at CITIZEN the time to start making the world a better place starts now.

At CITIZEN, we don't believe in the concept of perfection. To achieve perfection would require losing at the game of progress, and we are driven to continue relentlessly moving forward. This is the imaginative and passionate attitude that has shaped the future of watchmaking, and created our insatiable desire for innovation. Our ongoing mission to make watches "better" is an endless process.

This dynamic philosophy drives our product development efforts. In particular, CITIZEN Eco-Drive technology, which makes the world better by supporting sustainability and helping today's society to conserve the Earth's scarce resources. Not surprisingly, watches featuring this technology have gained avid and enthusiastic fans around the world.

With this belief, CITIZEN continues to move forward on our path to shape the future of watchmaking.

CITIZEN Eco-Drive Flagship Model 2014

## CITIZEN Eco-Drive SATELLITE WAVE F100

Recognizing 40 timezones around the world.

World's thinnest\*<sup>1</sup> light-powered satellite-synchronized watch\*<sup>2</sup> with the world's fastest signal reception speed\*<sup>3</sup>.

CITIZEN proudly announces Eco-Drive SATELLITE WAVE F100, our flagship model for 2014. It boasts the world's fastest satellite signal reception speed and world's thinnest design with quicker hand movements to display the precise time anywhere in the world.

In 2011, CITIZEN took watch technology to new heights, launching Eco-Drive\*<sup>4</sup> SATELLITE WAVE, the world's first watch capable of syncing with satellites in space to display accurate time anywhere in the world. Two years later, Eco-Drive SATELLITE WAVE –AIR debuted with a stunning full-metal case and the world's fastest signal reception speed thanks to radically improved antennae sensitivity. Since its inception, the Eco-Drive SATELLITE WAVE series has enjoyed accolades from around the world.

This year, we are launching the next-generation of this revolutionary satellite-synchronized technology. Thinner and lighter, CITIZEN Eco-Drive SATELLITE WAVE F100 features the world's fastest signal reception speed and 40 time zones.

CITIZEN has long spearheaded watchmaking innovation, and today we remain committed to pushing the boundaries of design and technology even further.



The preeminent feature of Eco-Drive SATELLITE WAVE F100 is speed. The watch not only achieves the world's fastest signal reception speed from up to three seconds, but its satellite-inspired case and band design evoke a sense of pure speed.

To realize the world's thinnest light-powered satellite-synchronized watch of 12.4mm\*<sup>5</sup> CITIZEN uses proprietary lightweight titanium, making this watch not only thin but also lightweight and comfortable. To complement the speedy hands movements, we have crafted titanium into a strikingly streamlined case and band with aerospace-like metallic luster and mirror-finish texture.

Additional improvements include recognition of the 40 time zones, allowing the watch to display the correct time anywhere. The dial design is inspired by the solar panels used to power orbiting satellites. While paying homage to outer space, the hollowed push buttons design at 2 o'clock and 4 o'clock simulate the fuselage of navigational satellites.

What's more, the watch features the world's first\*<sup>6</sup> Light-Level Indicator for CITIZEN's Eco-Drive technology. By showing the amount of electricity generated by light reflecting on the dial in seven levels, the wearer can gauge the charge level in any given situation. Accuracy of the time indication has been radically improved as well — from  $\pm 15$  seconds per month to  $\pm 5$  seconds per month.

A pleasure to wear, a thrill to connect to space. All the excitement of speed and cutting-edge technology comes with this new watch. Look to CITIZEN for watches that celebrate living life ahead of the curve.

\*1, \*3, \*6: As of March 2014 as a light-powered satellite-synchronized watch (according to the research data by CITIZEN WATCH CO., LTD.)

\*2: Satellite-synchronized watch captures the date and time signals sent by satellites from space — orbiting 20,000 kilometers above the earth — bringing ultra-precise timekeeping to wherever people are on the face of the Earth.

\*4: Eco-Drive is CITIZEN's proprietary technology that powers watches using any natural or artificial light source, eliminating the need for replacing batteries.

\*5: Designed value.



**CC2006-53E**  
Main Model



**CC2001-57A**



**CC2004-08E**  
500 Pieces Worldwide

Brand Name	CITIZEN ECO-DRIVE SATELLITE WAVE F100		
Ref.	CC2006-53E	CC2001-57A	CC2004-08E
Launch	Autumn, 2014		
Limited Number	—	—	Limited Edition (500 pieces)
Case Material	Titanium + DLC*7	Titanium	Titanium + DLC
Band Material	Titanium	Titanium	Polyurethane + Titanium + DLC
Dial Color	Black	Silver	Black
Crystal	Sapphire with Anti-Reflective Coating		
Water Resistance	WR100		
Case Diameter / Thickness	45.4mm / 12.4mm (designed value)		
Movement	F100 <Eco-Drive> Accuracy of ± 5 Seconds per a Month*8 Satellite Timekeeping System (Reception Area: Worldwide) World Time in 40 Cities Light-Level Indicator Power Reserve Indicator Perpetual Calendar		

\*7: DLC (Diamond Like Carbon): Coated with a kind of amorphous hard carbon film that is nearly as hard as diamond.

\*8: When not receiving time signals.

The final design and specifications are subject to change without notice.

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