

Message from CITIZEN

CITIZEN has long held a deep respect for craftsmanship, and our dedication to quality is reflected in all the finest details of our watches. All of us at CITIZEN enjoy the ongoing challenge of our craft, and we share a passion to bring something “better” to people’s lives—whether that is superior comfort and functionality, or timepieces that inspire a sense of wonder. We feel this spirit of fine watchmaking is one of the most important reasons our brand enjoys such strong reputation among people all over the world.

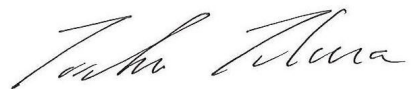
Among many inventions in our long history, in 1970 CITIZEN launched the world’s first watch made of titanium, a material that is durable, lightweight and extremely comfortable for all-day wear. At CITIZEN, we are constantly looking for ways to improve the usability of watches made of this material.

In 1976, we invented a technology to harness light from any natural or artificial source and convert it into energy to power analogue watches. This proprietary CITIZEN technology is now named Eco-Drive, and it enables our watches to be enjoyed by all the world’s citizens, which we consider as an embodiment of our brand “CITIZEN”.

We also launched the world’s first multi-band radio-controlled watch in 1993 and the world’s first light-powered satellite-synchronized watch in 2011. Going forward, we will keep improving the technologies that bring people all over the world the accurate time.

Here at BASELWORLD, CITIZEN has exhibited an installation under the theme of “light” and “time” as represented by Eco-Drive technology since 2013. By going beyond words, we hope this immersive experience enables a wider global audience to feel the beauty of the relationship between light and time. The installation comprises thousands of main plates, the base of a watch that supports all of its components. This unique creation of finely crafted watch parts floating in a visual space conveys our open-minded philosophy of watchmaking as a true manufacture d’horlogerie. And the series of this spectacular installation has caused a sensation and broken new ground regarding how to display a brand image at BASELWORLD.

This broad-ranging spirit of embracing challenge coalesces in our new brand statement “Better Starts Now,” a simple belief that, no matter who you are or what you do, it is always possible to make something better — and now is the time to start doing it. Thanks to this belief, look to CITIZEN for the future of watchmaking.



Toshio TOKURA
President and CEO

Technologies for people

A watch is made of so many things, thousands of details, and each one can always be improved.

At CITIZEN, we have crafted, invented and continually improved watchmaking technologies and timepieces. Since our founding in 1918, we have achieved many '*world's firsts*' as well as '*world's number ones*'. As a true manufacture d'horlogerie that integrates a comprehensive manufacturing process, we see the world of watchmaking as a work in progress. This is the spirit that drives us to continually create something "better" and explore the future of watches.

Crafting watches with higher usability and superior design

We believe that our technologies help bring something "Better" to people's lives through our superior timepieces.

Eco-Drive:

Powered by Light, Any Light Source, Watches that Run Forever

In 1976, CITIZEN invented the world's first light-powered analog quartz watch that runs using only light as a power source. This technology, now known as "Eco-Drive," can generate power from any light source — even dim light — to keep watches running without ever replacing batteries. As a result, citizens of every country in the world can experience the joy of using a watch with an eco-friendly power source. As a symbol of CITIZEN's technological prowess, Eco-Drive enjoys tremendous popularity in more than 100 countries around the world.

Our extensive efforts to realize even more efficient power generation and energy savings have enabled us to create Eco-Drive watches with advanced functions and without compromising design elements. CITIZEN proudly works to improve upon light-powered watches as a pioneer of the technology.

Super Titanium™:

Harder Materials and Less Scratches, Bringing Better Wearing Comfort

Super Titanium™ is our special titanium material made by CITIZEN's proprietary titanium processing technology and surface hardening technology, Duratect. It is resistant to scratches with more than 5 times the hardness of stainless steel, light weight, hypoallergenic and resistant to rusting.

The Super Titanium™ technology traces its origins back to the 1960s. The Apollo moon mission demonstrated the potential of titanium as a material for industrial products, and engineers at CITIZEN started looking into more possibilities of the material for use in watches. In 1970, CITIZEN produced the world's first watch with a solid titanium case, "X-8".

Since then, we have been dedicated 17 years to developing and refining our own processing technologies, including pressing, cutting and polishing a material that is considered very difficult to craft. After overcoming many hurdles, we launched the first full titanium-made watch in 1987.

CITIZEN's challenge started with the concept of crafting watches made with the material used for Apollo moon missions. We met the challenge with Super Titanium™, an original material that takes advantage of proprietary titanium processing and surface-hardening technology, Duratect. This unique material enables us to expand our lineup of watches with various designs, colors and functions. However, we continue working to perfect our titanium watchmaking abilities.

Satellite Wave & Radio Controlled Technology: Bringing accurate time anywhere and anytime

Two technologies have helped CITIZEN realize watches with the most accurate timekeeping. One is Satellite Wave that receives time signals from GPS satellites. And the other is radio-controlled technology that captures signals sent from radio towers.

A radio-controlled watch automatically receives the signals from radio towers that include time, day and date information from an atomic clock with a margin of error of just one second in 100,000. A multi-band radio-controlled watch receives signals from towers in four geographic regions, including Japan, China, North America and Europe. CITIZEN's radio-controlled watches incorporate Eco-Drive light-harnessing technology, so they continue to display the accurate time as long as there is light.

To bring the accurate time to more people, CITIZEN developed a unique satellite timekeeping technology, Satellite Wave. It enables our watches to receive time signals by synchronizing with GPS satellites. In order to successfully apply this technology to watches, CITIZEN has focused on signal reception speed while also considering stylish design to achieve higher usability. Still CITIZEN keeps improving on this technology. These refinements enabled CITIZEN to launch the world's first light-powered satellite-synchronized in 2011. This timepiece, Eco-Drive SATELLITE WAVE, achieved the world's fastest signal reception speed at the time (as little as 6 seconds) and Eco-Drive SATELLITE WAVE F100, which launched in 2014 achieved the world's fastest* signal reception speed of as little as 3 seconds.

And in year 2015, CITIZEN unveils Eco-Drive SATELLITE WAVE F900, the latest multifunctional GPS satellite-synchronized watch. It features Super Titanium™, Eco-Drive and dual time display function, as well as GPS function to receive position information. The high-speed twin-coil motor, newly designed for multifunctional watches, allows the hands to spin very fast both in normal and reverse rotations, quickly and smoothly switching to correct the time for each time zone. An attractive design, featuring the world's thinnest* watch case, increases the joy of wearing this watch.

Combining all of CITIZEN's latest technologies, this latest Eco-Drive SATELLITE WAVE watch brings ultra-precise timekeeping to wherever people are on the face of globe. Look to CITIZEN for technologies that never stop evolving.

* As of March 2015 for an analog light-powered satellite-synchronized watch. (According to the research conducted by CITIZEN WATCH CO., LTD.)

CITIZEN®

BETTER STARTS NOW

CITIZEN to introduce new Eco-Drive SATELLITE WAVE model in Autumn 2015

Eco-Drive SATELLITE WAVE F900

World's thinnest¹ multi-functional light-powered GPS satellite-synchronized² watch with the world's fastest³ signal reception speed



March 19th, 2015, Tokyo Japan – CITIZEN is pleased to announce the Eco-Drive⁴ SATELLITE WAVE F900, a multi-functional GPS satellite-synchronized watch for 2015 that reflects our brand statement “Better Starts Now⁵.”

In 2011, we launched the Eco-Drive SATELLITE WAVE, the world's first watch capable of syncing with GPS satellites in space to display accurate time anywhere in the world. Our focus on precision led us to be the first to develop this technology, and since then we have been working on making the technology even better with improvements in each of the new models we have launched in the Eco-Drive SATELLITE WAVE series.

This new model in the series delivers enhanced functions over the model previously launched in 2014, the “Eco-Drive SATELLITE WAVE F100”. This year's model includes a chronograph and a dual-time display function that allows the watch to display the time in two different world time zones simultaneously.

The driving concept behind the Eco-Drive SATELLITE WAVE F900 is “speed.” It features the world's fastest satellite signal reception speed — as little as 3 seconds. The high-speed twin-coil motor, newly designed for multi-functional watches, allows the hands to spin very fast both in normal and reverse rotations to quickly and smoothly correct the time between time zones.



Key New Functions of “Eco-Drive SATELLITE WAVE F900”

- Dual Time Display function: Displays the time in two different world time zones simultaneously as main and local time, and switches its main and local time instantly
- Chronograph: Delivers highly accurate (1/20-second) measurement for 24 hours
- Global Positioning System: Receives position information from GPS satellites- a minimum of 30 seconds required

Additionally, we realized the world's thinnest¹ multi-functional light-powered satellite-synchronized watch of 13.1mm with this model. And the watch case and band are made with Super Titanium™⁶ applying the highest level of CITIZEN surface-hardening technology, Duratect, to solid titanium. It made the watch resistant to daily scratches and preserves the look and finish to maintain the watch's lasting beauty. Consumers who wear this watch will also benefit from the lightweight feel of a Super Titanium™ watch and the sleek and streamlined case design that suggests a sense of speed.

Inspiring design features from the Eco-Drive SATELLITE WAVE F100 can also be seen in this new model. Its hollowed push buttons at 2 and 4 o'clock simulates the fuselage of GPS navigation satellites in outer space. The Light-level Indicator shows the amount of electricity generated by light absorbed by the dial. In addition, the watch is accurate to ± 5 seconds per month.

A pleasure to wear plus the thrill of a connection to space, the latest Eco-Drive SATELLITE WAVE model combines the excitement of speed with cutting-edge technology. CITIZEN's 2015 Eco- Drive SATELLITE WAVE F900 watch embodies our many core technologies into one inspiring watch.



CITIZEN ECO-DRIVE SATELLITE WAVE F900		
Ref.	CC9004-51E	CC9000-51A
Launch	Planned as in autumn, 2015	
Projected Price	\$2,400(TBD)	
Limited Number	1,700 Pieces Worldwide (3,000 Pieces in Total)	1,300 Pieces Worldwide (3,000 Pieces in Total)
Case & Band Material	Super Titanium™ (Duratect DLC + MRK ⁷) Vickers Hardness:1,000-1400Hv	Super Titanium™ (Duratect α + MRK ⁷) Vickers Hardness:2,200-2500Hv
Dial Color	Black	White
Crystal	Sapphire with Anti-Reflective Coating	
Case Diameter / Thickness	45.4mm / 13.1mm (designed value)	
Water Resistance	WR100	
Movement	Caliber: F900, Eco-Drive, Accuracy of ± 5 seconds per month, Satellite Timekeeping System (Reception Area: Worldwide) • Global Positioning System, World Time in 40 Cities, Dual Time Display Function, Chronograph of 1/20-second measurement for 24 hours, Light-Level Indicator and Power Reserve Indicator, Perpetual Calendars	

*1, *3: As of March 2015 as a multi-functional light-powered GPS satellite-synchronized watch (according to the research data by CITIZEN WATCH CO., LTD.)

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

*4: “BETTER STARTS NOW” is Citizen’s belief that no matter who you are and what you do, it is always possible to make something better — and now is the time to start doing it.

*5: Eco-Drive is CITIZEN’s proprietary technology that powers watches using any natural or artificial light source, eliminating the need to replace batteries.

*6: Super Titanium™ is CITIZEN’s proprietary technology to treat solid titanium with CITIZEN’s proprietary surface hardening technology, Duratect. It is at least 5 times harder and about approximately 40 % lighter than stainless steel.

*7: For more information about “Duratect DLC + MRK” and “Duratect α + MRK” :

<http://www.citizenwatch-global.com/baselworld/2015/en.html#SuperTitanium>

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

Eco-Drive, Super Titanium and Duratect are registered trademarks or trademarks of CITIZEN HOLDINGS CO., LTD.

About Citizen Watch

Citizen Watch is a true manufacture d'horlogerie with a comprehensive manufacturing process that extends from creating a watch's individual components to its final assembly. The company operates in more than 100 countries around the world. Since its founding in 1918, Citizen has held the belief of “Better Starts Now” — that is, No matter who you are and what you do, it is always possible to make something better, and now is the time to start doing it. Sharing this belief, we have made watches, invented and improved technologies and explored the future of watches such as our propriety light-powered technology “Eco-Drive” and state-of-the-art satellite-synchronized timekeeping technology “Satellite Wave”.

Expansion Time

The concept of CITIZEN's installation for BASELWORLD 2015 started from thinking "how was the state of the Universe right after it began".

At "the beginning of the Universe", light, time, space and matter were all undifferentiated and everything was just "One". I imagined there might have been a moment when it would have been possible to presage the beginning of the "Universe". The state right after the "beginning of the Universe" means that light, time, space and matter just started to have their own behaviour. We tried to create that action, the direction that the Universe and Time would take as "Expansion Time", CITIZEN's new installation.

Since this project started, we researched about "Time" deeply further. We think we know about "Time" however we realised that we know only a little about it and the biggest discovery was that "The Universe never stops". In this lies the mystery and the potentiality of "Time" to us. "Expansion Time" is an installation which projects the time that may expand or get distorted. The movement of light and shadow between 10,000 main-plates and the blank space that surrounds them creates a "Time Experience" that is still unknown to humankind.

A gallery space to experience one of CITIZEN's proprietary technologies, "Super Titanium™", was created. It is an exhibition to show the distinctive texture and strength of "Super Titanium™", made from CITIZEN's state-of-the-art titanium processing technology and surface-hardening technology, and also an exhibition about the history and potential of "Super Titanium™", a material created from CITIZEN's pioneering experiments on titanium.

After "Frozen Time" in 2013 and "Compressed Time" in 2014, "Expansion Time" was born in 2015 to create an emotional experience to show the visitors the as-yet-unknown "Potentiality of Time".

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), and the Red Dot Award (2013) and double Awards in Milan Design Week (2014).



Yutaka Endo

(Representative of LUFTZUG, Art Director, Producer and Technical Director)

Yutaka Endo produces unique creations involving music, video, design and computer technology, with a focus on performance art. Since 2002 he has been involved in various fields of planning, working as an art director, producer and technical coordinator. In 2005 he founded LUFTZUG Co., LTD. out of a desire to do cross boarder artistic expression and engage in creative directing. Recently, Endo has been actively working both at home and abroad, and established LUFTZUG EUROPE in Amsterdam in 2012. Endo's work as a technical director has included Canon MILAN DESIGN WEEK (2010-2012), Panasonic MILAN DESIGN WEEK (2013-2014), CITIZEN MILAN DESIGN WEEK (2014), CITIZEN BASELWORLD (2013-2015) and Hokusai Exhibition in Paris (2014).