

## Message from the President: “New Beginning”

The world continues on a path toward exponentially faster evolution, with dominate economies seeing their global influence shift dramatically. In order to stay ahead of the times, CITIZEN enters into a new chapter of watchmaking craftsmanship by fusing leading-edge technologies with the pursuit of ideal beauty.

Since its foundation in 1930, CITIZEN spearheaded a revolution of innovation through developing epoch-making technologies, which has remained the pride of the Japanese industrial revolution. Among our prominent achievements are Eco-Drive, an original light-driven technological breakthrough, and the satellite timekeeping system that uses orbital satellites to precisely synchronize time anywhere in the world.

This unique approach toward innovation has been the core of our DNA for over 80 years, and has allowed us to bring a higher level of sense and purpose to new technologies and sophisticated design. It's a far-reaching vision that yields new flexible possibilities and exciting progress for the future.

Eco-Drive is a shining example of CITIZEN's pride as a manufacture d'horlogerie. The very concept of using light to drive time is an extraordinary realization born from our unrelenting desire for non-stop advancement. As an innovation that has changed the way watches are powered today, Eco-Drive has no equal and inspires great potential of state-of-the-art technologies and exquisite design.

BASELWORLD 2013 will be CITIZEN's platform to communicate our message to a wider global audience. The newly renovated booth design called the “Installation” reflects our stature as a manufacture d'horlogerie, while attractively displaying a series of unique watches and components. Using light in a stylish way, each component conjures up the image of endless streaming light, spotlighting the inseparable relationship between light and time that is showcased by the remarkable Eco-Drive technology. We recognize that light and time exist cohesively, so that time is light and light is time. The Installation conveys our everlasting story of telling time as long as we have light.

What's more, our product development philosophy, “The Fusion of Technology and Beauty,” conveys CITIZEN's belief that technology without beauty is incomprehensible and even meaningless. The role of technology is to complete the ultimate design and functionality, which can profoundly touch the hearts of people everywhere.

CITIZEN vows to keep our eyes on the future and evolve design and innovation for all time.



Ryota Aoyagi  
President and CEO

## CITIZEN — Year 2013

CITIZEN continues evolving Eco-Drive to the extreme edge of possibilities. Each year since BASELWORLD 2009, we have introduced “CITIZEN Eco-Drive Concept Models” that pioneer new horizons of watches for the future. These have featured the innovative light-driven technology as well as new sophisticated designs. What distinguishes CITIZEN from other watch brands, however, is the fact that these concept models are never created just for the sake of exploring new ideas, rather they are always released as real production models and receive high praise for their unique design and innovative technologies. These exclusive releases are a true testament of CITIZEN's continuous efforts to fuse new technologies and design beauty into a form of artistic expression.

For 2013, CITIZEN advances the whole development process even further with the “CITIZEN Eco-Drive Flagship Models” that accelerate the speed of the commercial production stage. This ensures that more people everywhere will be able to experience the unique joy of wearing and owning a superior product from CITIZEN.

Distinguished flagship models unveiled this year include Eco-Drive SATELLITE WAVE -AIR and Eco-Drive ALTICHRON -CIRRUS. First marketed in 2011, Eco-Drive SATELLITE WAVE became the world's first watch to feature the precision satellite time-keeping system that could give the exact time wherever worn in the world. The new Eco-Drive SATELLITE WAVE -AIR to be introduced this year enhances performance with newer technologies and provocative aerodynamic design. Likewise, succeeding the ALTICHRON model that was originally released in 1989, the new Eco-Drive ALTICHRON -CIRRUS extends the model's legendary altimeter performance and elevates the multi-functionality even higher.

Both these new models are categorized under the PROMASTER marquee, CITIZEN's renowned brand long adored by professionals. Since 1989, PROMASTER has been highly acclaimed for its supreme durability in even the harshest environments and for its superior functionality in a wide variety of specialists fields. The new redesigned logo reflects a renewed passion toward exploring unknown territory and always aspiring to be at the cutting edge. We expect the fascinating new look and feel of PROMASTER to promote the legend to even higher status.



*Imagination is the landscape of the mind,  
where all of us since childhood have desired to venture beyond.  
It's never really a destination we can reach.  
Rather, it epitomizes our unquenchable drive to push passion forward  
well ahead of our time.*

A long-awaited new Eco-Drive watch debuts with an advanced timekeeping system\*  
that receives time signals from navigation satellites

## CITIZEN PROMASTER ECO-DRIVE SATELLITE WAVE –AIR



*The AIR name owes its origins to sky, wind, and wings. Inspired by birds and airplanes in flight, its streamlined design incorporates the structures of wings, as well as an aircraft engine motif.*

*As part of the newly defined PROMASTER collection, it embodies the spirit of challenge and of exploring the unknown.*

The renewed PROMASTER extends its bold legend of supreme durability and functionality by infusing “imagination” into its persona, reflecting aspirations toward exploring infinite new territories inspired by images of flying high in the sky.

The design of both sides of the titanium case was inspired by the streamlined structures of wings, enhancing the impression of dynamism and lightness. The dial suggests the rotating fan blades of an aircraft engine, associated with an image that suggests drawing light and satellite signals from the sky. The dial consists of three transparent layers, over which indexes, windows and hands are laid out respectively, creating an airy floating impression.

Compared to the Eco-Drive SATELLITE WAVE marketed in 2011, this advanced satellite timekeeping system delivers much higher reception sensitivity. This is the world's first light-powered watch with a full-metal case that receives time signals from navigation satellites. Its speed to correct the time is also the fastest among all satellite-synchronized watches.

The captivating synthesis of the PROMASTER heritage and the radically advanced satellite timekeeping technology as well as the bold new design provides a new connection with space and aeronautics for those who imagine the unimaginable.

\* Captures the day, 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.



CC1054-56E



CC1075-05E



CC1064-01E

Limited Edition (500 pieces)

## CITIZEN PROMASTER ECO-DRIVE SATELLITE WAVE -AIR

Ref.	CC1054-56E	CC1075-05E	CC1064-01E
Launch	September 2013		
Case	CC1054-56E & CC1075-05E:	49.5mm, Titanium	
	CC1064-01E:	49.5mm, Titanium Treated with Multi-layer Coating	
Crystal	Sapphire with Anti-Reflective Coating		
Water Resistance	20 Bar		
Dial	Multi-layer Dial		
Band	CC1054-56E:	Titanium	
	CC1075-05E & CC1064-01E:	Polyurethane + Titanium	
Movement	H909 <Eco-Drive> / Satellite Timekeeping System (Reception Area: Worldwide) / World Time in 26 Cities / Perpetual Calendar / Power Reserve Indicator		

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

Eco-Drive watch with dual sensors for electronic compass and altimeter\*

## CITIZEN PROMASTER ECO-DRIVE ALTICHRON –CIRRUS



*To celebrate the amazing beauty of landscapes from the sky, the design details of this watch have been developed with painstaking care. The case, for example, suggests the smooth lines of a cirrus cloud when viewed from 10,000 meters above the Earth.*

*By advancing the concept of ALTICHRON—an epoch-making CITIZEN watch featuring superior altimeter functions marketed nearly 25 years ago — this new watch makes its debut under the renowned PROMASTER name.*

As one of the flagship models introduced to the venerable PROMASTER collection in 1989, ALTICHRON is now updated with the latest technologies and innovative design. Its robust sensors for electronic compass and altimeter permit ultra-precise measurements of direction, depth and height. The height-measuring capability reaches as much as 10,000 meters, higher than any mountain on the planet, and as deep as 300 meters below sea level. At the push of a single button, the watch displays measurements of depth, height or direction simultaneously with the time. It's a new challenge of CITIZEN's renowned PROMASTER to refine the tradition into a most advanced flagship model for those being inspired to new heights. What captivates your attention at first glance is the attractive dial that enhances the look of three-dimensional depth. There you clearly see floating indexes and the hands beneath the transparent dial, suggesting the landform and the sky with layers of clouds at different height levels. The appearance resembles aircraft and helicopters ascending to greater heights. It all exudes the energy you feel to venture wherever your imagination takes you.

\* The operational range of the altimeter is -300 to +10,000 meters, indicated with three hands. The orange-colored hand indicates magnetic north when direction-measuring function is activated. Hands for altitude and direction operate independently from the time hands so that the watch can display altitude or direction simultaneously with the time.



BN4034-01E  
Limited Edition



BN4035-08E

## CITIZEN PROMASTER ECO-DRIVE ALTICHRON -CIRRUS

Ref.	BN4034-01E (Meter Version) BN5044-01E (Feet Version)	BN4035-08E (Meter Version) BN5045-09E (Feet Version)
Launch	Spring 2014	
Case	51.5mm, Titanium	
Crystal	Sapphire with Anti-Reflective Coating	
Water Resistance	20 Bar	
Dial	Multi-layer Dial	
Band	Liquid Rubber Band	
Movement	J280 (m) <Eco-Drive> , J290 (ft) <Eco-Drive> / $\pm 15$ sec/month / Altimeter (-300m to 10,000m, -1,000ft to 32,000ft) / Electronic Compass / Power Reserve Indicator	

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



## New CITIZEN installation art by renowned architect shows off *Time and Light*



### Time is Light, Light is Time

When we considered what is the essence of CITIZEN, the phrase “Time is Light, Light is Time” came to mind. According to cosmologists, the beginning of the universe was also the beginning of light and time. When light was first produced, all time started. Light includes both visible and invisible light. Likewise time includes time that is visible, and time that is not visible.

Almost everything on Earth — from the breath of living things to the change of the seasons — is revealed by light. To measure the cycle of these and other changes, humankind created the concept of “time,” which has greatly fostered the progress of civilization. The essence of time in its earliest concept was light. Without the shadow in contrast to light on a sundial, for example, early people would not have been able to read time. Time exists in darkness, but its measure was born in light.

– DORELL.GHOTMEH.TANE / ARCHITECTS

### Frozen Time

The concept of the new installation art created for CITIZEN by DORELL.GHOTMEH.TANE / ARCHITECTS is “Frozen Time.” It features 50,000 pieces of main plates that form the base of a watch and supports all the power for driving the watch. Thus, the base symbolically represents the basis of CITIZEN's watch-making excellence. The main plates themselves are not a moving part of a timepiece, but the watch without the main plate would not move. The Installation art depicts “Time Frozen” with main plates suspended in air to suggest time suspended as the watch no longer moves.

Moving lights over the main plates surround the visitors who move through the space while time stands still.

Lighting support provided by: LUFTZUG



@Alexandre Isard

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

Founded in January 2006 in Paris, DGT(DORELL.GHOTMEH.TANE / ARCHITECTS) practices architecture, urbanism and space design. It is led by three architects: Dan Dorell, Lina Ghotmeh and Tsuyoshi Tane. Currently, the practice is working on projects in France, Switzerland, Estonia, Lebanon and Japan. In 2012, DGT was selected in the finalist for the “New National Stadium of Japan” international design competition, which received a great attention around the world.

The major works of DGT is he “New Estonian National Museum building” (to be completed 2016), the “RENAULT motor show booth” (to be exhibited in 2012-2016), the “TOSHIBA Milano Salone” (2011), Opera scenography for “Saito Kinen Festival in Matsumoto”, Japan (2011), “mina perhonen Exhibition” (2009) and a dance scenography for “Noism” that has been widely exposed in other fields.

Among its many accolades, the firm was honored as ‘Nouveaux Albums des Jeunes Architectes 07-08’ by the French Ministry of Culture in 2007, “Rassegna Lombarda di Architettura Under 40” by the Architects Association of Milan in 2008 and Red Dot Award in 2013.

## About CITIZEN...

Since its foundation in 1930, CITIZEN has promoted a multi-cultural mindset that fosters excellence and creativity. The very name of the brand conveys a deep respect toward craftsmanship and considered as familiar by citizens the world-over. So as a “citizen” of the world, we bear the responsibility to help cultivate a culture of positive change and on-going evolution through our craft. We take that mission seriously and steadfastly welcome what the future may bring.

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

One pivotal technological breakthrough was the development of a light-driven watch. CITIZEN pioneered this engineering innovation well ahead of other watch manufacturers as early as 1976, which led to the launch of the highly acclaimed Eco-Drive in 1995. 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 ever replace batteries, which made it especially beneficial to areas where such specialist batteries were not obtainable. This leveled the field for citizens of virtually every country to be able to experience unrestricted joy of wearing and using a CITIZEN watch.

Our product development policy, “The Fusion of Technology and Beauty,” remains a constant motivation for us to merge cutting-edge technology with perfection of design beauty, which as a consequence inspires people to strive to be their best at any time.

*Be not obliged to time.  
Rather use it to your advantage.  
Time and light exist cohesively.  
For time is light, and light is time.  
So seize every moment.  
Time is yours.*

## 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 a reputation as being ecologically friendly:

- Eliminates the need for replacing 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.*