


The world's first quartz watch

Registration No.	Number 00258		
Registration Date	August 28, 2018	Registration Category	Category 1
Name (Model, etc.)	SEIKO Quartz Astron 35SQ		
Location	Shiojiri-shi, Nagano		
	SEIKO EPSON CORPORATION		
Owner (Custodian)	SEIKO EPSON CORPORATION		
Manufacturer (Company)	Development & Production: Suwa Seikosya Co.,Ltd. (now SEIKO EPSON CORPORATION)		
	Sales & Marketing: K. Hattori & Co., Ltd. (now Seiko Holdings Corporation)		
Year Manufactured	1969		
Year first appeared	1969		
Reason For Selection	<p>The world's first quartz watch was commercialized on December 25, 1969 by the close cooperation between K. Hattori & Co., who held the Seiko brand and was responsible for sales and marketing, and Suwa Seikosya, who was responsible for development and production. Miniaturization of the crystal resonator, the heart of quartz mechanism, was achieved by in-house development, and a step motor was employed to move the hands intermittently to reduce the power required. The exterior was 18K gold, and the selling price was 450,000 yen. Suwa Seikosya disclosed the patent rights of the technology involved in this development, and many companies followed this system, this resulted in the world-wide spread of quartz watches. It is an important device in that it brought about a revolution in watch technology.</p>		
Registration Standard	<p>1-B (Show a uniquely Japanese scientific or technological development from an international perspective.)</p> <p>2-A (Played a notable role in improving people's way of life and creating new ways of living.)</p>		
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Photo			
Other useful information			