

NEWS RELEASE

For Media Release

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Orient Star Launches M34 F7 Semi Skeleton Models Inspired by the Aurora

Orient Star has released three new M34 F7 Semi Skeleton models. M34 is the abbreviated name of the star cluster in Perseus, known for its meteor shower. The new models, which have a strong, sharp case shape as a key design feature, exude unparalleled originality with subtly coloured dials that express the dynamic colours of the aurora.





Space and the natural world are central to the worldview of Orient Star, which is dedicated to refining its technology, design, and quality to produce "shining star" watches. The inspiration for this M34 F7 Semi Skeleton, with its mother-of-pearl dial and gradation, is the aurora: the curtain of colourful light floating in the night sky. The sapphire crystal with super anti-reflective (SAR) coating on both sides of the glass provides a clear view of the strong lines and shifting shades of the dial.

The mother-of-pearl dial with gradation comes in three colours: blue, green, and charcoal grey. The charcoal grey model with a metal bracelet is Semi Skeleton's 20th anniversary model limited to 500 pieces and comes with an exchangeable calf leather strap (certified by the Leather Working Group *1).

The sharp, powerful case design is beautifully enhanced by the contrast of the delicate hairline and mirror finish of the Sallaz polishing.

The M34 F7 Semi Skeleton is powered by the automatic (with hand winding) in-house calibre F7F44 which provides high accuracy of +15 seconds to -5 seconds per day and power reserve of 50 hours. The movement with Geneva stripes and chamfer finish, is visible through the seethrough sapphire crystal case back.



^{*1}A global multi-stakeholder community committed to building a sustainable future with responsible leather. A not-for-profit community which drives best practices and positive social and environmental change for responsible leather production.

About the new M Collections

Orient Star has launched M Collections, a new design collection that will join the current lineup of Classic, Contemporary and Sports. M Collections draws on Greek mythology as well as nebulae and star clusters. This latest collection is created not only for watch enthusiasts but also for those seeking watches of a higher quality.

The M45 collection named after the Pleiades is composed with designs expressing the eternal flow of time and consists of universal iconic Orient Star models. The M34 collection, inspired by the cluster of stars of Perseus, known for its annual Perseid meteor shower, is a collection with sharp, powerful, cutting-edge designs that are ahead of their time and consists of models that can be worn for a wide range of occasions. Meanwhile, high performance divers' watches backed by advanced technology and history take centre stage in the M42 collection, named after Orion, who is said to be the son of Poseidon, ancient Greek god of the sea. This collection is characterised by functionality and wearing comfort, making it suited for active lifestyles.

About Orient Star

Capture your gaze. Reflecting the wonderous beauty of shining stars. Orient Star are superb timepieces, crafted by Japanese artisans since 1951. Orient Star continues to shine and innovate its technology as well as the design of its beautiful timepieces. Traditional skills to achieve intricate craftsmanship, in-house production system to create high-quality mechanical movements, and original designs, are all incorporated for these unique, made-in-Japan watches. Orient Star will continue to deliver these creations in Japan and throughout the world.

A Short History

- 1951 Orient Star is created.
- 1957 Orient Star Dynamic^{*2} is launched with hour, minute, and second hands on the central axis of the watch.
- 1971 The 46 series movement is created, combining both practicality and high accuracy. This formed the base movement of the Orient Star and Orient brand for 50 years.
- 1991 Mon Bijou^{*2} is launched, a skeleton model of high-quality and aesthetic appeal.
- 1996 The power reserve indicator, now an iconic feature of the brand, is integrated into the design.
- Orient Watch Co. Ltd. merges with <u>Seiko Epson Corporation</u>, a company with a strong watchmaking heritage and focus on precision engineering. Both organisations share a vision for innovation and high-quality design and craftsmanship creating a strong foundation for the future growth of Orient Star.
- The Mechanical Moon Phase, a cosmic timekeeper is launched as a symbol of this new collaboration. This marks a new era of watchmaking for Orient Star brand.

Orient Star celebrates its 70th anniversary. The Skeleton models are mounted with the latest movement with in-house developed silicon escape wheel for longer power reserve and beauty, incorporating design inspired by the vast universe.

Discover more at our <u>website</u> and <u>social media channels</u>.

Product Specifications —

Troduct Specifications			
Collection	M34		
Series name	M34 F7 Semi Skeleton		
Reference	RE-BY0004A	RE-BY0005A	RE-BY0007A
Movement	Automatic (with hand winding) mechanical in-house calibre F7F44		
Power reserve	50 hours		
Accuracy	+15 seconds \sim -5 seconds per day		
Case material	Stainless steel (SUS316L)		
Case size	Height 47.3 mm / width 40.0 mm / thickness 13.0 mm		
Glass	Front: Dual curve sapphire crystal (SAR (super anti-reflective) coating), back: sapphire crystal		
Bracelet	Stainless steel (SUS316L) / trifold deployant buckle with push button / width 20 mm		Stainless steel (SUS316L) / trifold deployant buckle with push button / width 20 mm / exchangeable leather strap
Colour of dial	Mother-of-pearl	Mother-of-pearl	Mother-of-pearl
	(Blue gradation)	(Green gradation)	(Charcoal grey gradation)
Limited edition	<u> </u>		500 limited editions
Other features	Water resistance to 10 bar (100 m), power reserve indicator, second hand hacking, 24 jewels, see-through exhibition case back		

ENDS

^{*2}Currently not for sale.