



WORLD'S FIRST ELECTRONIC PAPER WATCH DEMONSTRATED

[2005](#)

Joint Development Between E Ink Corporation and Seiko Epson Yields Revolutionary Curved Watch Display

[2004](#)

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[2001](#)

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[1998](#)

Cambridge, MA, USA - April 13th, 2005 - E Ink Corporation, Seiko Epson Corporation, and Seiko Watch Corporation are pleased to announce the demonstration of the world's first watch to utilize an electronic paper display. This 'Future Now' design incorporates an easy-to-read, ultra-thin, low-power display integrated into an eye-catching curved band.



The unique electronic paper display module in this Seiko watch is the result of a joint development effort, bringing together E Ink's 'electronic ink' technology and Seiko Epson's advanced display manufacturing and electronic circuitry techniques. When combined, these technologies offer a wide range of display design possibilities - including flexibility!

This electronic paper technology enables a new generation of personal devices with the following display benefits:

Ultra High Contrast: The display is made up of pure black and pure white particles which allow the same contrast as found on a printed page; twice the contrast, in fact, of an LCD panel. It can be easily read in either bright sunlight or in dimly lit environments.

Ultra Thin / Flexible: The display is much thinner than is possible with any conventional display technology, analog or digital. The display can also be flexible allowing designs never before achievable.

Low Power Consumption: Since the display is readable under very low light conditions, no backlighting is required. The display also has an inherently stable 'memory effect' that requires no power to maintain an image. For these reasons, battery life can be extended.

Seiko expects to commercialize this 'Future Now' watch in Japan by the spring of 2006. Plans for the international launch are under consideration, along with other design interpretations.

NOTE: The watch prototype was shown by Seiko Watch Corporation for the first time at the Baselworld Watch and Jewelry Show held in Basel, Switzerland from 31 March to 7 April 2005. High-resolution images can be found at www.eink.com/news.

About E Ink

E Ink Corporation is the leading developer of electronic paper display (EPD) technologies. Products made with E Ink's revolutionary electronic ink technology

possess a paper-like high contrast appearance, ultra-low power consumption, and a thin, light form. E Ink's technology is ideal for many consumer and industrial applications spanning handheld devices, watches, clocks, and public information and promotional signs. High resolution electronic paper displays were first launched in April 2004 by SONY Corporation in its LIBRIé electronic book device, available now in Japan. Future technology developments will enable many new applications through ultra-thin, lightweight, rugged, flexible, full color displays. E Ink is a private corporation that includes among its investors and strategic partners TOPPAN Printing Company, Royal Philips Electronics, The Hearst Corporation, Intel Capital, CNI Ventures, a division of Gannett Co., Inc, Air Products and Chemicals, Inc., Vossloh Information Technologies, and Motorola, Inc. E Ink news can be found at: www.eink.com.

About Epson

Epson is a global leader in imaging products including printers, projectors and LCDs. With an innovative and creative culture, Epson is dedicated to exceeding the vision and expectations of customers worldwide with products known for their superior quality, functionality, compactness and energy efficiency. Epson is a network of 84,899 employees in 110 companies around the world, and is proud of its ongoing contributions to the global environment and to the communities in which it is located. Led by the Japan-based Seiko Epson Corp., the Group had consolidated sales of 1,413 billion yen in fiscal 2003.

About Seiko Watch Corporation

Since being established in 1881, Seiko has been the innovator of several revolutionary time pieces commencing with the production of Japan's first wristwatch in 1913 and including the creation of the world's first quartz watch in 1969. Watch operations have been handled by Seiko Watch Corporation since July 1, 2001. Seiko Watch Corporation has a comprehensive marketing program, including product planning, advertising campaigns, sales activities targeting retail stores, and after-market servicing.

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