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PRESS RELEASE

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Record precision of +/- 10 seconds a year is now achievable thanks to the exclusive PreciDrive technology developed by ETA

Granges (Switzerland), 16 March 2016. At Baselworld 2016, ETA will present a collection that focusses on what makes Swiss watch-making famous and what is expected by those who purchase quartz watches: precision. Using its new exclusive PreciDrive technology, ETA is proud to offer annual precision of +/- 10 seconds.

ETA SA, a Swatch Group company, is bringing peak precision to no less than 11 new movements in the FOX.xxx range thanks to its exclusive PreciDrive technology. This unique development ensures the watch is accurate to +/- 10 seconds a year, or in other words, 0.027 seconds a day. This level of precision easily meets the criteria established by the Swiss Official Chronometer Testing Institute for it to be awarded the label «chronometer».

This exceptional performance is made possible by a double system: on the one hand, using the thermo-compensation principle that allows the movement to be checked and regulated according to changes in the ambient temperature. On the other hand, by combining the quartz and an integrated circuit in a resistant ceramic housing and sealed in a vacuum to protect against dust and humidity.

This ultimate precision – the ETA FOX.xxx – is available in a choice of 5 calibre sizes from 7¾” to 13¼”, with or without date. In addition to the PreciDrive technology, these movements offer the purchaser two supplementary functions: on-demand energy storage with the «stop second» option, as well as a battery end-of-life (E.O.L.) indicator.

Unchanged dimensions

It is equally remarkable that this integrated technology has not changed the original dimensions of the FOX.xxx collection at all, since the traditional heights of 2.50 mm and 3.60 mm have been maintained with a view to offering interchangeable movements with various cases. This size does not limit the battery's theoretical life of 68 to 94 months, depending on the model.

Big date calibre

This collection includes an 11½” big date calibre with a date window that can be positioned at any point around the dial. In addition to clear readability, this symmetrical and modern design offers producers new design possibilities. The big date calibre complication combines two calendar discs layered one above the other: the upper disc features the digits 17 to 31, as well as an opening through which the lower disc – featuring the digits 1 to 16 – appears. An ingenious date system patented by ETA allows a date to be jumped semi-instantaneously.



Balancing materials

Robust Swiss Made brass movements will bring these highly reliable timepieces to life. The FOX.xxx collection, which can also be dismantled, features a range of attributes that will allow a brand to position itself easily on the market for highly precise entry-level movements.

About us

With its innovative vision, ETA sets great store by developing its technology in order to extend the potential scope of its wide range of products for its clients.

Furthermore, ETA's website features a dedicated ordering platform for producers: ETAsShop B2B. It is more than an online shop – it is a true tool that allows you to configure, compare movements and access all technical details quickly. It is a useful and valuable tool that meets the current needs of professional horologists.

For additional information, please contact:

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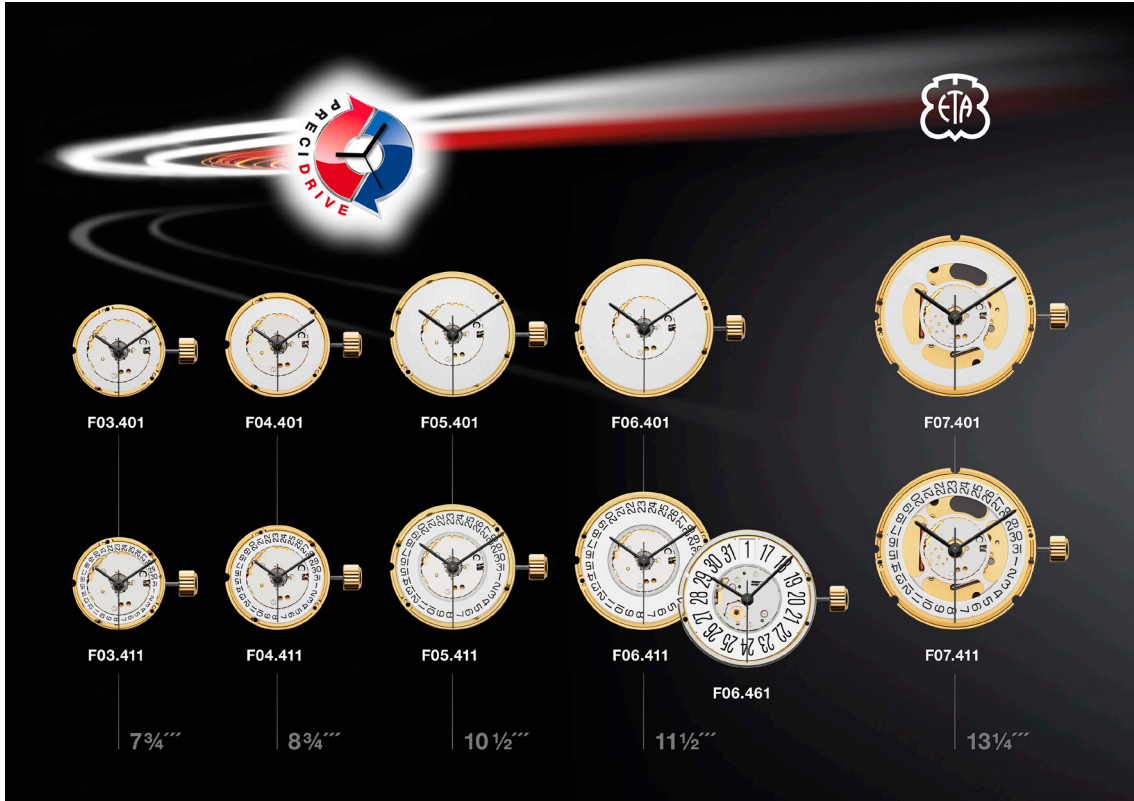
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Downloads > www.eta.ch/baselworld/press



ETA TRENDLINE

7 3/4 mm

Ø 17,20



F03.401
H 2,50 mm
3 jewels
E.O.L.



F03.411
H 2,50 mm
3 jewels
E.O.L.



8 3/4 mm

Ø 19,40



F04.401
H 2,50 mm
3 jewels
E.O.L.



F04.411
H 2,50 mm
3 jewels
E.O.L.



10 1/2 mm

Ø 23,30



F05.401
H 2,50 mm
3 jewels
E.O.L.



F05.411
H 2,50 mm
3 jewels
E.O.L.



11 1/2 mm

Ø 25,60



F06.401
H 2,50 mm
3 jewels
E.O.L.



F06.411
H 2,50 mm
3 jewels
E.O.L.



F06.461
H 3,60 mm
3 jewels
E.O.L.



F07.401
H 2,50 mm
3 jewels
E.O.L.



13 1/4 mm

Ø 30,00



F07.411
H 2,50 mm
3 jewels
E.O.L.

