

# QUARTZ 2018 OVERVIEW

SWISS MADE

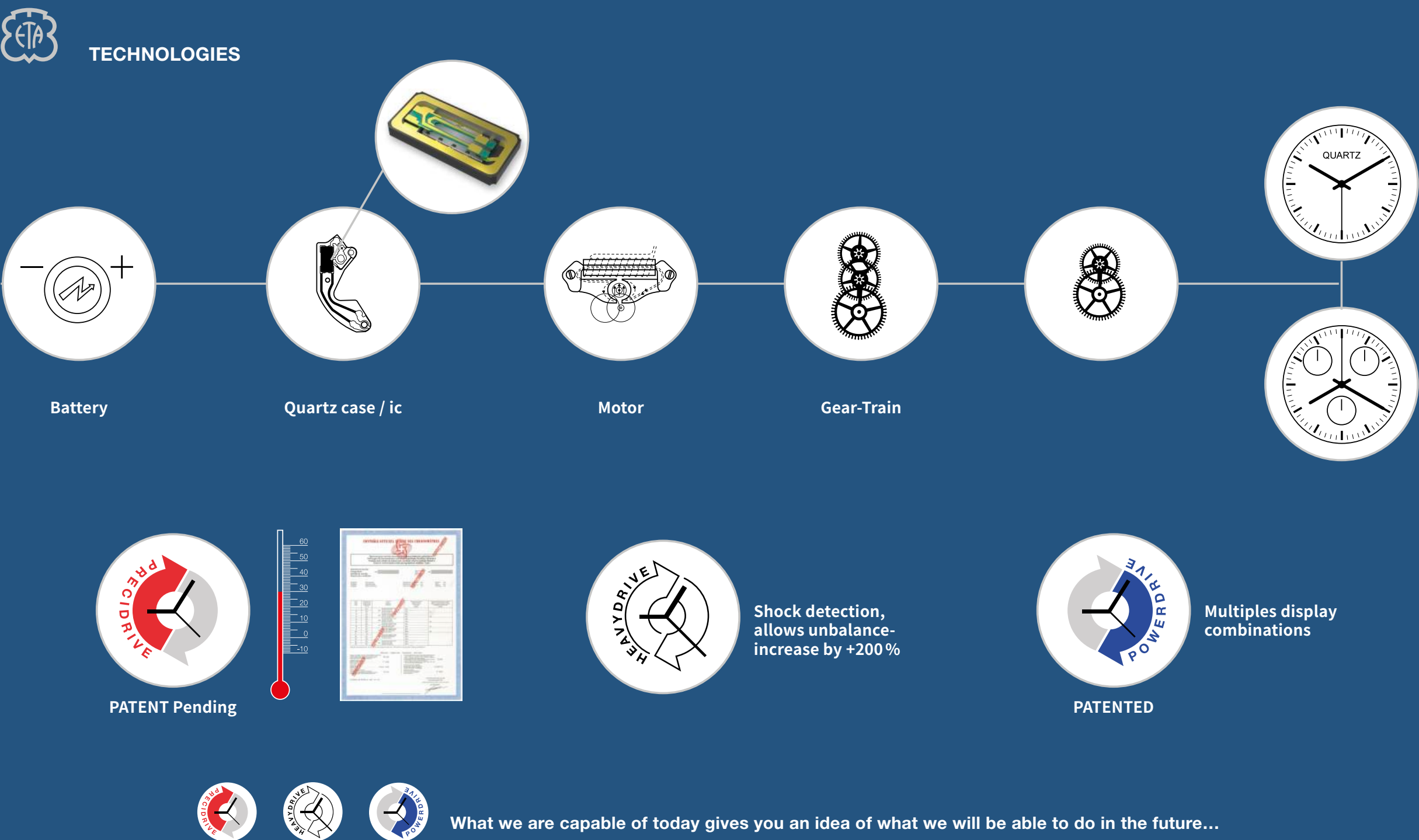


## PERFORMANCE, ROBUSTNESS AND PRECISION

In 2018, ETA is celebrating its birthday, 225 years after it was created in 1793. Four industrial revolutions later, we are highlighting this success that ETA has reached thanks to its wide range of expertise, heritage, and unique capacity for innovation on the watchmaking market.

Building on this experience, we are continuing to develop our quartz movements by deploying a new exclusive technology. Following on from PowerDrive and PreciDrive, this catalogue will introduce you to movements incorporating the new HeavyDrive technology. HeavyDrive enhances the aesthetics and the functionality of your watches, expanding design options for both hands and watch faces by increasing the tolerable imbalance. This patented technology is currently deployed across all FOX movements, our range of high-precision entry-level calibers.

Despite the wide range of products we have to offer, the concepts of reliability and robustness remain associated with the ETA stamp. We would now like to invite you to visit our ETAsShop B2B, your online ordering tool, to compare and select the quartz movements which best meet your needs.



## EXCLUSIVE TECHNOLOGIES

ETA is expanding the options available for your movements by integrating its new HeavyDrive technology. Three exclusive technologies are now joining forces to ensure that the movements you receive are even more modern and robust.

### POWERDRIVE

The exclusive PowerDrive technology controls the motor drive and increases the speed of rotation of the hands to 200 Hz (or 200 hand jumps per second in both directions). The technology improves the hand movement control, ensuring a dynamic display. With numerous counter programming options, PowerDrive offers multiple display combinations and means customers can get creative.

### HEAVYDRIVE

Thanks to a new integrated circuit, HeavyDrive technology provides an anti-shock system and expands the options for hand imbalance. The weight of an innovative hand design or material is no longer an obstacle, as HeavyDrive is able to support imbalances of over 200 % for a traditional second hand and 20 % for a traditional minute hand. The movement's new on-board electronics detect and then manage the shock, whilst the motor generates a counter pulse to lock the hand in its position during the shock. This intelligent shock management prompts the motor to react in a fraction of a second if a certain shock threshold is exceeded. The energy used to counter this force remains minimal, and the movement's autonomy is thus preserved.

### PRECIDRIVE

The PreciDrive technology redefines typical precision standards to +/- 10 seconds per year. The quartz crystal and integrated circuit (IC) are now sealed in a ceramic case, which protects them against moisture. The principle of thermo-compensation controls and regulates the motor pulses according to changes in the ambient temperature and means that PreciDrive meets the rigorous chronometer certification requirements of the COSC (Contrôle Officiel Suisse des Chronomètres), provided the watch is not exposed to impacts and is kept at a temperature between 20° C and 30° C. This is a unique feat that brings real added value to the watch.

THE  
MOTORIST  
OF TIME



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