

Contributing to deliver solutions to social issues through Eco-Drive Riiiver, compatible with the new Riiiver IoT platform service

The birth of Eco-Drive Riiiver

Progress in digitalization and the spread of the Internet of Things (IoT) and artificial intelligence (AI) technologies throughout society and the economy are making the social infrastructure, such as public transportation, and the products and services we use every day increasingly more convenient. At the same time, faced with such environmental issues as global warming and plastic waste, as well as issues like low birth rates, aging populations, and a decreasing workforce, people have a tendency to prefer more ethical lifestyles by choosing products and services that are more eco- and people friendly.

In light of such circumstances, the CITIZEN Group has developed the open Riiiver IoT platform to deliver new experiences in time (lifestyles) by organically linking people, things, and experiences. We created Eco-Drive Riiiver as a watch compatible with this Riiiver

platform through the combination of technologies that we built up to now. The concept of the Eco-Drive Riiiver calls for extending beyond the existing expectations for a wristwatch to update the lifestyles. Eco-Drive Riiiver not only displays the time but, by linking to the Riiiver platform, makes possible a wide range of other features, such as checking the latest sports updates or bringing friends together while out and about by pressing a button on the watch. This unprecedented product brings unlimited possibilities to the wristwatch.



Eco-Drive Riiiver uses light-powered technology

Distinguishing features of Eco-Drive Riiiver

Delivers enhanced functions and usability to individual users, to take them wherever their ideas lead

- As an Eco-Drive watch that requires no external power source, it offers expanded possibilities for linkage with third-party devices, services, etc. through the unique IoT platform Riiiver (applications).
- Eco-Drive is the first wristwatch equipped with an internal acceleration sensor, capable of measuring steps walked and calories consumed every day.
- When linked with a dedicated applications, variations in light exposure on the watch can be displayed on a map, together with the amount of power generated.
- The dedicated applications is linked to real time to change its background color and offer a user experience with a real feel for the time of day.

Launching Eco-Drive Riiiver

The CITIZEN Group is deploying a brand-new approach to the marketing of Riiiver and CITIZEN Eco-Drive Riiiver. Both Riiiver and CITIZEN Eco-Drive Riiiver were announced in March 2019 at South by Southwest 2019, one of the world's largest creative festivals, in Austin, Texas, U.S.A., when CITIZEN was the first wristwatch maker ever to exhibit at this event. Prelaunch sales of CITIZEN Eco-Drive Riiiver began on June 17, 2019, through GREEN FUNDING, a crowdfunding site in Japan operated by the CCC (Culture Convenience Club) Group. In just 28 minutes after fundraising began, the target figure of JPY 1.5 million was reached, and as of August 29, 2019, funding had been secured in the amount of JPY106,302,704. This approach was intended to let users know about the new value and form that Eco-Drive Riiiver

brings to the wristwatch, to make people's lifestyles more enjoyable, and to attract developers who would participate in the development of related services. A local convention event was held in Sapporo, Hokkaido, home to NoMaps, which was intrigued by the Riiiver concept at South by Southwest 2019, and plans call for expanding local events in cooperation with businesses and local governments through Riiiver in the same way as being conducted with NoMaps. We continue development of Riiiver as an IoT platform capable of proposing solutions to social issues, by staying present in the real lives of various communities while also seeking ideas to help improve people's lives, as well as recruiting developers grow Riiiver together with us.



The Riiiver Innovation Project Hackathon in NoMaps held jointly with NoMaps



Our booth at South by Southwest 2019