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› Citizen Eco-Drive Paradigm Watch User Manual

Citizen BM7431-51L

Citizen Eco-Drive Paradigm Men's Watch User Manual

Model: BM7431-51L

INTRODUCTION

Welcome to the user manual for your new Citizen Eco-Drive Paradigm Men's Watch. This timepiece combines modern design with advanced technology, featuring a Super Titanium case and bracelet, a striking blue dial, and Citizen's proprietary Eco-Drive movement. Designed for durability and comfort, this watch is an ideal companion for daily wear.

The Eco-Drive technology harnesses light from any source, converting it into energy stored in a power cell. This eliminates the need for battery replacement, ensuring continuous and reliable operation. The Super Titanium construction provides exceptional strength and lightness, making the watch five times harder than stainless steel while being 40% lighter. It is also non-corrosive and hypoallergenic, suitable for sensitive skin.

PRODUCT OVERVIEW



Figure 1: Front view of the Citizen Eco-Drive Paradigm watch, showcasing its blue dial, luminous hands and markers, and silver-tone Super Titanium bracelet.

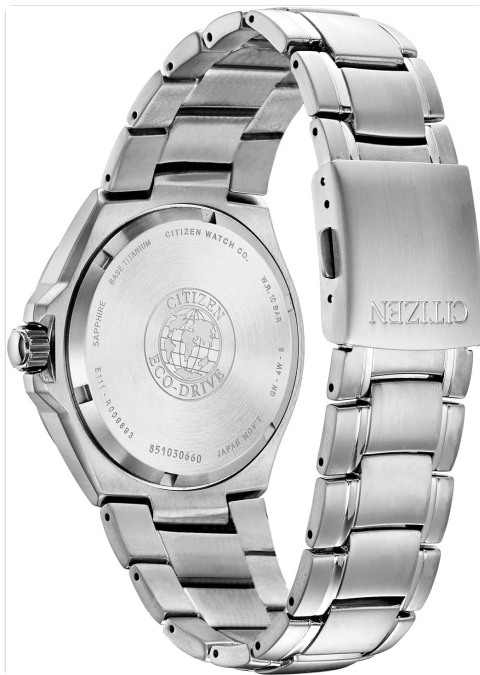


Figure 2: Rear view of the watch, highlighting the engraved case back with Citizen Eco-Drive logo and water resistance rating.



Figure 3: Side profile of the watch, illustrating the crown and the sleek design of the Super Titanium case.

SETUP

1. Initial Charging

Your Citizen Eco-Drive watch is powered by light. For optimal performance, ensure the watch is fully charged before initial use.

- Place the watch in direct sunlight or under bright artificial light.
- Avoid placing the watch on surfaces that may become hot, such as a car dashboard, as this can damage the watch.
- A full charge typically requires several hours of direct sunlight or approximately 40 hours under bright fluorescent light. The second hand will move normally when sufficiently charged.

2. Setting the Time and Date

1. Pull the crown out to the first click position to set the date. Turn the crown to adjust the date.
2. Pull the crown out to the second click position to set the time. Turn the crown to move the hour and minute hands.
3. Push the crown back in to the normal position to start the watch.

OPERATING THE WATCH

Timekeeping

The watch features a 3-hand movement for precise timekeeping (hour, minute, second hands). The luminous hands and markers ensure readability in low-light conditions.

Date Display

The date is displayed in a window on the dial. Adjust the date as needed at the end of months with fewer than 31 days by following the "Setting the Time and Date" instructions.

Water Resistance

This watch is water resistant up to 100 meters (10 ATM). This makes it suitable for swimming, showering, and snorkeling. However, it is not recommended for scuba diving. Always ensure the crown is fully pushed in before exposing the watch to water.

MAINTENANCE

Cleaning Your Watch

To maintain the appearance of your Super Titanium watch, wipe it regularly with a soft, dry cloth. For more thorough cleaning, a slightly damp cloth can be used, followed by drying with a soft, dry cloth. Avoid using harsh chemicals or abrasive materials, as these can damage the finish.

Maintaining Eco-Drive Charge

To ensure your Eco-Drive watch continues to operate without interruption, expose it to light regularly. When not in use, store it in a location where it can receive ambient light, rather than in a dark drawer or box. This will prevent the power reserve from depleting.

Super Titanium Durability

The Super Titanium material, enhanced with Citizen's Duratect coating, is highly resistant to scratches and wear. While exceptionally durable, it is still advisable to avoid unnecessary impacts or prolonged contact with abrasive surfaces to preserve its pristine condition.

TROUBLESHOOTING

- **Watch has stopped or is losing time:** This typically indicates insufficient charge. Expose the watch to bright light for an extended period (refer to "Initial Charging" section).
- **Date does not change at midnight:** The AM/PM setting may be incorrect. Advance the time by 12 hours.
- **Hands are not moving smoothly:** Ensure the watch is fully charged. If the issue persists, contact Citizen customer support.

SPECIFICATIONS

Feature	Detail
Movement	Eco-Drive (Light-Powered)
Case Material	Super Titanium
Band Material	Super Titanium Bracelet
Dial Color	Blue
Crystal	Sapphire Crystal
Functions	3 Hand, Date
Water Resistance	100 Meters (10 ATM)
Luminosity	Luminous Hands and Markers
Item Model Number	BM7431-51L

WARRANTY AND SUPPORT

Warranty Information

Your Citizen Eco-Drive Paradigm watch comes with a 5-Year Limited Warranty. Please refer to the official warranty card included with your purchase for full terms and conditions.

Additional Resources

For more detailed instructions, FAQs, or to register your product, please visit the official Citizen website or refer to the

comprehensive User Guide PDF available online.

[Download Official User Guide \(PDF\)](#)

[Visit the Citizen Brand Store on Amazon](#)

UNDERSTANDING SUPER TITANIUM

Learn more about the innovative Super Titanium technology used in your Citizen watch. This video explains the benefits of Super Titanium, including its superior hardness and lightweight properties compared to stainless steel.

Your browser does not support the video tag.

Video: Super Titanium Explained by Citizen Watch Group. This video details the benefits of Super Titanium, highlighting its strength, lightness, and hypoallergenic properties.

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