

Basic Research and Development Stance

Based on its corporate creed of “Creativity and Contribution,” the Company’s research and development activities are aimed at contributing to society through development of original products. To drive future development and evolution of innovative products, we have pinpointed the following seven technology domains and are actively seeking out and developing technologies within them.

- LSI technology
- High-density mounting technology
- Device technology
- Telecommunications and digital broadcasting technology
- Information network/system technology
- Software and IP (algorithm) technology
- Environmental technology

Within these technology domains, we are creating individual themes essential to the development of each business, to meet the following needs:

- (1) Strengthening and developing current bases of the Company’s “stable” businesses
- (2) Nurturing strategic businesses to serve as stable earnings drivers
- (3) Supplying commercially viable next-generation products and services that can respond to changing social, business-environment and consumer trends.

Intellectual Property Initiatives

Intellectual property is an important management resource enabling Casio to continue its mission of launching unique new products. While respecting the intellectual property rights of others, Casio protects its own businesses using a unique approach to intellectual property management, and also strives to increase its corporate earnings by leveraging its intellectual property.

The following four policies guide Casio’s efforts to properly secure, protect, and manage its intellectual property.

- (1) Making Casio a company with a strong technology foundation and effective intellectual property management
- (2) Making full use of intellectual property rights
- (3) Avoiding the risk of intellectual property rights infringement
- (4) Fostering specialists in handling intellectual property issues

In addition to creating a patent framework for all strategic technology domains, and establishing basic and de-facto patents for them, the Company is also actively engaged in filing patent applications and acquiring patent rights not only in the US and Europe but also in Asian nations.

Casio also protects and upholds its brand value in terms of trademark and design rights, and takes active steps in cooperation with certain countries to protect its brands from unlawful copycat manufacturers.

