Digital Cameras

EXILIM EX-FC100

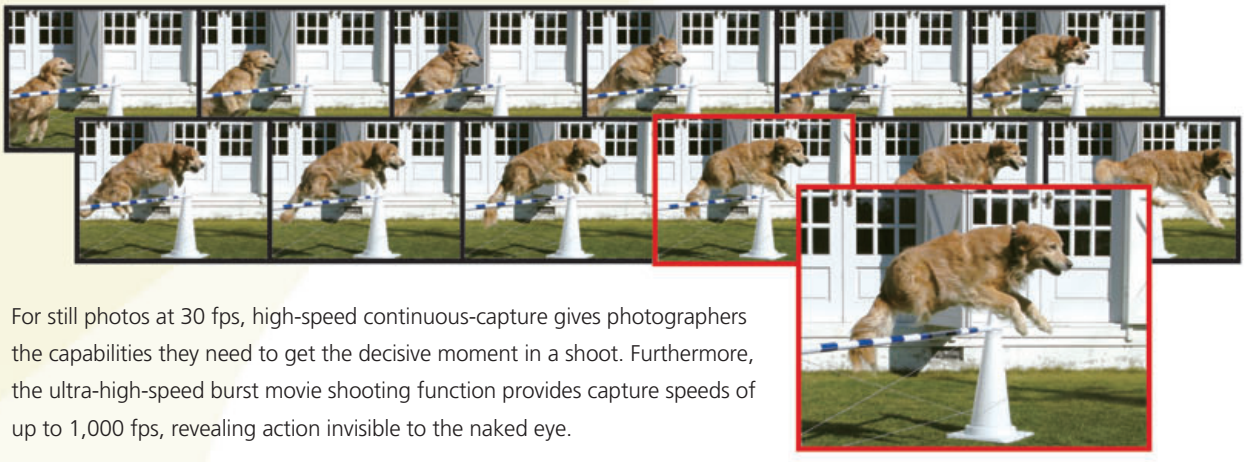
We have long been pioneers of the digital camera market, by developing and launching products using proprietary technologies that constantly created new value.

In 1995, we launched the product category with the release of the consumer-use "QV-10" with an LCD monitor a world first. This launched the first generation of digital cameras.

In 2002 came the Exilim EX-S1 card-size camera, so thin that it could be carried anywhere. The wave of miniaturization that began with this product ushered in the second generation of digital cameras.

Then, in 2008, we developed an entirely new type of digital camera, the EX-F1, featuring ultra-high-speed burst shooting at 60 frames per second (fps) as well as 1200 fps movie recording, giving an entirely new photographic experience. The spread of cameras with this level of

Capturing the key moment: High-speed burst shooting function



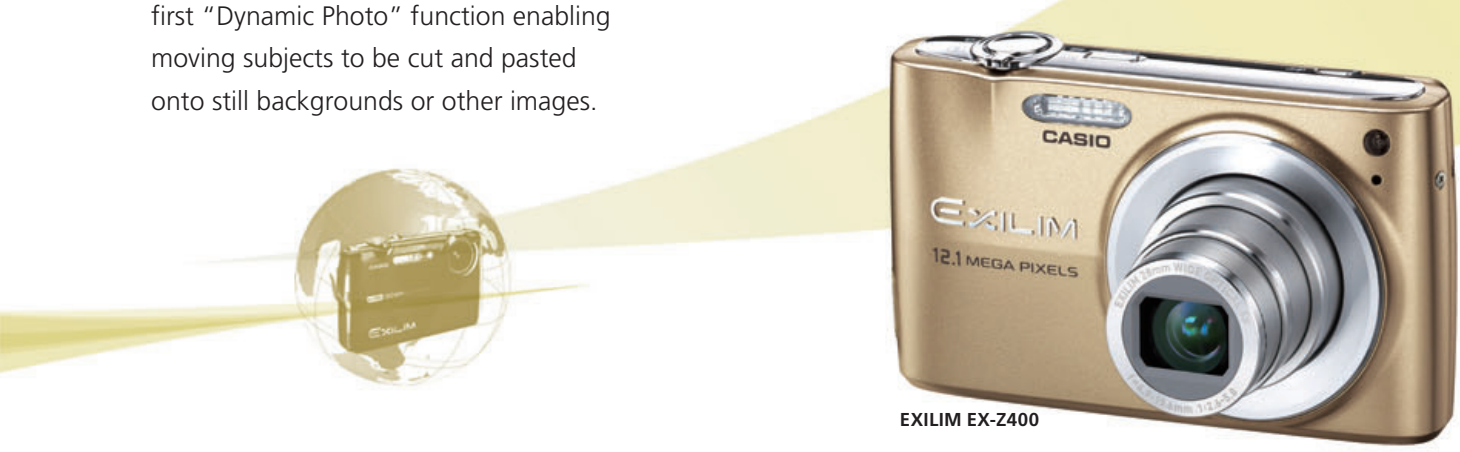
For still photos at 30 fps, high-speed continuous-capture gives photographers the capabilities they need to get the decisive moment in a shoot. Furthermore, the ultra-high-speed burst movie shooting function provides capture speeds of up to 1,000 fps, revealing action invisible to the naked eye.

functionality marked the launch of the third generation, and we are now bringing our proprietary technologies to focus on further increasing speeds and product take-up.

In fiscal 2008, we launched the second series of the High Speed Exilim EX-FH20, smaller yet featuring a powerful 20x optical zoom. In the fourth quarter, the High Speed Exilim EX-FC100 debuted, showcasing our proprietary technologies and meeting the demand for ultra-high-speed burst shooting at 30 fps (as well as 1,000 fps movie recording) combined with compactness. We also launched the Exilim ZOOM EX-Z400, featuring the world's first "Dynamic Photo" function enabling moving subjects to be cut and pasted onto still backgrounds or other images.

At the same time, we promoted global marketing activities to raise awareness of this advanced functionality.

To flourish in the digital camera market, where competition is expected to further intensify as the market expands, we will further develop our proprietary technologies through high-speed continuous shooting and moving-image composition, and aggressively launch distinctive new products. In these ways, we strive to provide enjoyment and new impetus to the world of photography through the concepts of "Shoot it!", "Create it!" and "See it!"



EXILIM EX-Z400

Dynamic Photo function extends the joy of photography

"Dynamic Photo" featuring high-speed technology enables the moving subject to be cut out of a movie and to be placed into a still photo's background. We are increasing the options for enjoying photography, by combining photos and embedded messages to create results that are unthinkable in the real world.

Landscape image (still)

Moving child (continuous-capture)

Composite image of child sliding down mountain (final image)

Timepieces

In the Timepiece business, we have focused on expanding sales of radio-controlled watches, and have taken steps to further improve functionality, expand the lineup and raise awareness of these products.

During the term under review, we developed our lineup of products incorporating the Multi Band 6 radio wave receiver system, and developed a new Tough Movement for solar-powered, radio-controlled timepieces. This device is incorporated in the established hit brand Oceanus (full-metal, high-end models) and the global brand G-Shock.

We also launched global marketing of the EDIFICE brand, a sporty, full-metal analog watch that has become popular in European markets.

In marketing initiatives, in China we opened our fifth G-Shock specialty store in Shanghai. We also opened the world's largest flagship store for watches in Hangzhou.

The timepiece category is key among our strategic businesses in terms of assuring stable market share and strong profitability. To further strengthen our position in the future, we plan the following measures.

Launch products with greater added value by equipping all product brands with global Multi Band 6 radio wave receiver system.

We aim to expand the Chinese market for radio-controlled watches by ramping up our product lineup.

Oceanus

Another priority is full development of the ladies' watch market, through expansion of product range.

We also intend to carry out global promotions to underscore the strength of the Casio brand in timepieces.

G-SHOCK MR-G

Development of the Tough Movement, a high-performance ultra-thin radio solar movement combining advanced technologies

As a key device in our radio-controlled watch strategy, the Tough Movement is a next-generation solar-powered, radio-controlled movement that fuses our long experience in radio-reception and solar-powered electronics technologies with our newly developed self-correcting hands system, durable housing and other mechatronics technologies. This has enabled us to develop ultra-thin analog models with three hands, and high-performance, high-reliability chronograph models.

We plan to launch an attractive range of analog timepieces incorporating the Tough Movement in host of brands, including Oceanus and G-Shock.

Multi Band 6

Reduces the number of parts without sacrificing conventional radio reception quality. We have installed space-saving, low-power modules for radio reception from six stations around the world, using a miniaturized LSI for reception.

The Tough Solar System

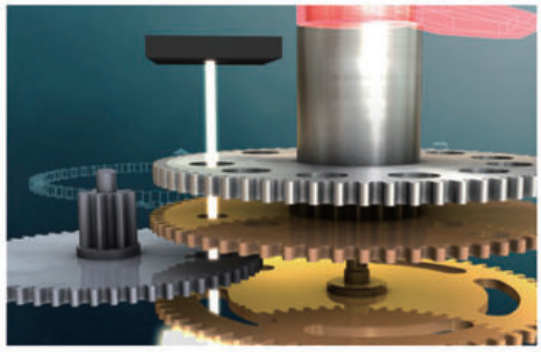
Incorporating Casio's high-capacity solar charging system for converting low levels of fluorescent light into electronic power.

Hybrid mount construction

Utilizing our experience in shock-resistance technologies developed for the G-Shock line, we have based movement design on precise calculation of the right balance of constituent metal materials and plastic weight, as well as the strength of the materials. We have improved impact-resistance, thereby reducing the amount of flexure and gapping that can occur when shock is relayed to the movement.

Automatic hands correction

Precision gearing technology and proprietary algorithms enable detection of the position of the hour, minute and second hands every hour (after 55 minutes 00 seconds), enabling automatic correction if any are even slightly slow or fast.



Cellular Phones

W63CA

During the period under review, the Company continued to launch attractive new products leveraging proprietary technologies.

The Exilim W63CA cell phone for the *au* cell-phone service network has won plaudits for its 8.1-megapixel camera, excellent camera functionality, and stylish design.

In the second half, we began supplying to Softbank Mobile Corp. our latest products under the brand name Exilim SoftBank 930CA, our second cell phone product for this company.

Meanwhile, in overseas operations, sales to LG Telecom of South Korea remain robust. We are also steadily raising our profile in the North American market for "toughness cell phones," with the launch of the G'zOne Boulder™ to Verizon Wireless of the United States.

Based on our superior technologies in camera development, toughness and waterproofing, and incorporation of proprietary technologies, we aim to further expand our business in both Japan and overseas markets through development and launch of innovative new products.

Developing proprietary products that are tough and waterproof

G'zOne Boulder™

In 2000, Casio introduced its C303CA cell phone for use with *au* service in Japan. Leveraging the proprietary technologies we accumulated during the development of our G-Shock models, we aimed to create a phone that was impact-resistant and waterproof. In the past, cell phone breakage due to water damage or being dropped was considered simply an inevitable misfortune. Although a late entrant, the popularity of our distinctive, groundbreaking model launched us into a firm position in the cell phone market. The C303CA marks the ongoing progression in the G'zOne series, which remains popular. In 2006, we extended our G'zOne offering to Verizon Wireless of the United States. Designed to military standards, this waterproof, impact-resistant model has earned high praise from customers as a "phone you can take anywhere."