

Special Feature

# Timepieces 1 CASIO's Global Watch Brand Strategy

In the timepiece category, we aim to grow sales and secure healthy earnings globally by leveraging our advanced proprietary technological capabilities and further strengthening our global brand strategy.

## 6 Brands

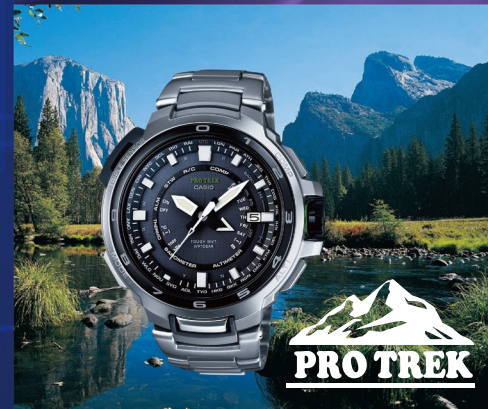
Casio aims to achieve further expansion and enhanced profitability in its timepiece business through creative product development and a strengthened global brand strategy.

Taking an approach which differs from that of Swiss watches, we continue to develop analog watches based on our Multi-Mission Drive concept in which a variety of functions are expressed by the watch's hands, supported by Casio's unique electronics technology.

Casio's product lineup focuses on six distinctive brands: G-SHOCK, which adds value through a completely new level of shock resistance and is one of the most established watch brands; the solar-powered radio-controlled watch OCEANUS, which combines advanced

functionality with an European-style sporty design; the metal analog watch EDIFICE, which is designed with a dynamic feel; the outdoor watch PRO TREK, which is equipped with various sensors including altimeter and compass; the Baby-G line of women's shock-resistant watches, which are popular for their rich color variations and enhanced functions; and the women's metal watch SHEEN. Casio aims to further increase sales and create high added value by enhancing its product offering based on these six brands, aggressively promoting them on a global basis.

Going forward, we also aim to expand our sales channels in emerging markets such as South America and India.



# Timepieces 2

## Creating Next-Generation Technology

Casio has launched the G-SHOCK GB-6900, a next-generation watch for the networked age. We are developing wrist devices that link the wearers into the network.

# The New Generation Watch

Casio has developed a next-generation, network-connected watch as we seek to achieve further evolution in this field. Spearheading this development is the smartphone-connected G-SHOCK GB-6900.

In the past, battery life was the technological barrier to developing a network-connected watch. In order to overcome this issue, Casio focused on the short-distance wireless technology Bluetooth®, and in 2011 announced the development of a next-generation watch compatible with Bluetooth® v4.0 (Bluetooth® low energy), which realizes a battery life of approximately two years and is smartphone-connectable. Following this, in March 2012 sales were launched in Japan.

The GB-6900 can communicate with a smartphone and comes equipped with useful functions such as automatic adjustment of the watch's time through time data transmissions from the smartphone, and notification to the user when a call or email is received, even if the smartphone is located inside a bag. The advantage of the GB-6900 lies in its communications functionality, which adds value without undermining the intrinsic user-friendliness of the watch. In the future, we will be looking to offer an even wider range of lifestyle uses by linking communications device functionality and applications to our watches.

Casio will remain focused on this field as we push forward with research into and development of network-connected wrist devices.

### Next-Generation G-SHOCK Model That Links Up with Smartphones

#### Setting the right time by smartphone

If you travel to a country in a different time zone, this function will automatically reset your watch based on information received by your smartphone\*1.

#### Notice of incoming calls and email

Incoming calls and email\*2 trigger an electronic sound and vibration in the watch and the name of the caller or sender appears on an LCD. Tapping the watch stops alert and the vibrations.

#### Lost phone finder

Pressing a button on the watch triggers an alarm and vibration function in a linked smartphone, enabling you to find it quickly when you've mislaid it.

#### Notification of broken link

A vibration tells the wearer when the wireless connection with the smartphone has been broken. This function works even when the smartphone is some way away.

#### Auto reconnection

When the orientation sensor detects movement in the watch, a connection is established automatically with the linked smartphone. This eliminates the inconvenience of resetting connections.

\*1 The watch automatically reset itself based on the time-reset of the smartphone. Depending on the source of information sent by the smartphone, the time may not always be the correct local time.

\*2 Compatible with instant messaging, gmail and sp mode mail (but not compatible with mailers downloaded from market).



# Digital Cameras New Value from High-Speed Technology

Casio is exploring the potential of digital cameras with new "high-speed technology."



EXILIM EX-ZR300

Casio produced the world's first digital camera with a built-in display, underlying which was the "0" to "1" concept founded on Casio's corporate philosophy, and we have since shaped the market as a trend-setter. Now, Casio is exploring the potential of digital cameras with new "high-speed technology."

"High-speed technology," which combines high-speed CMOS sensors with high-speed processing engines, has enabled high-speed continuous shooting at a speed of 30 shots per second and high-speed movies in which the subject's movement can be viewed in slow motion. This has allowed scenes to be captured in a way that was not previously possible, such as the fleeting, natural expressions on a child's face. As well as being able to enjoy dramatic moments and scenes that are beyond the capabilities of the human eye, there are a wide variety of other applications such as analysis for

the enhancement of sports technique, testing, and observation of insects.

As well as reproducing the very best moments, "high-speed technology" realizes industry-leading shooting response, including high-speed startup and short duration between shots during burst shooting. High-speed technology is also used effectively in shooting functions for the production of high-quality images, including HDR (High Dynamic Range), which achieves wide dynamic range reproduction in a single image through the integration of consecutive images shot at different exposures, and in "Premium Zoom" (multi super resolution zoom), which integrates image data from multiple frames.

Casio will aggressively develop innovative technologies to achieve product differentiation, while launching new products with cutting-edge functionality.

## High Speed



**High Speed EXILIM**

High Speed EXILIM features a fusion of high-speed capture and high-speed image-processing technologies

ZR300 · ZR200 · ZR20 · ZR15

High-speed continuous shooting at a speed of 30 shots per second



**EXILIM Engine HS**

The EXILIM Engine HS can burst-shoot 30 images per second. With a dual-CPU, two parallel image processors and a high-functionality and high-speed reconfigurable processor, it features fast shuttering, HDR-Art imaging, and the Premium Auto function for beautiful photos with just a press of the shutter button.



# Data Projectors CASIO's Unique Technology Built-In

Casio has developed unique 4000 ANSI lumen projectors with a light source lasting around 20,000 hours by combining Laser & LED Hybrid Light Source.

## Laser & LED Hybrid

Casio has developed projectors with a maximum brightness of 4000 ANSI lumens without the use of lamps containing mercury, which is harmful for the environment. Thanks to a unique Laser & LED Hybrid Light Source, the projectors achieve both a level of brightness not found on LED models (which similarly do not use mercury lamps), and an eco-friendly quality not found on mercury lamp models. With a light source life expectancy of approximately 20,000 hours, the projectors also offer low-maintenance convenience as compared with models requiring replacement of the mercury lamp, while also significantly reducing running costs.

Casio projectors equipped with a Laser & LED Hybrid Light Source were awarded "Product of the Year" as part of the "Eco Mark Award 2011" organized by the Japan Environment Association. "Product of the Year" was launched in fiscal year 2011. A selection committee chooses a product, from among all Eco Mark certified products, which particularly excels

in areas such as environmental performance and innovative qualities. Casio projectors were bestowed the honor of being selected as the very first "Product of the Year."

Equipped with Casio's proprietary technology, these projectors have allowed us to expand our operations in the "B to B" sphere, and we will continue to aggressively grow our sales in the global market.

Mercury-free high brightness up to 4000 ANSI lumens

Approximately 20,000-hour long-life light source with less brightness degradation

Ecology

Economy

### 4 Key Qualities Realized by CASIO's Laser & LED Hybrid Light Source



XJ-H1750

Usability

Visual

Startup as quick as 5-seconds  
Fast ON & OFF switching for convenient usability

Enhanced beauty and realism  
A further leap forward in color reproduction

20,000 hrs

