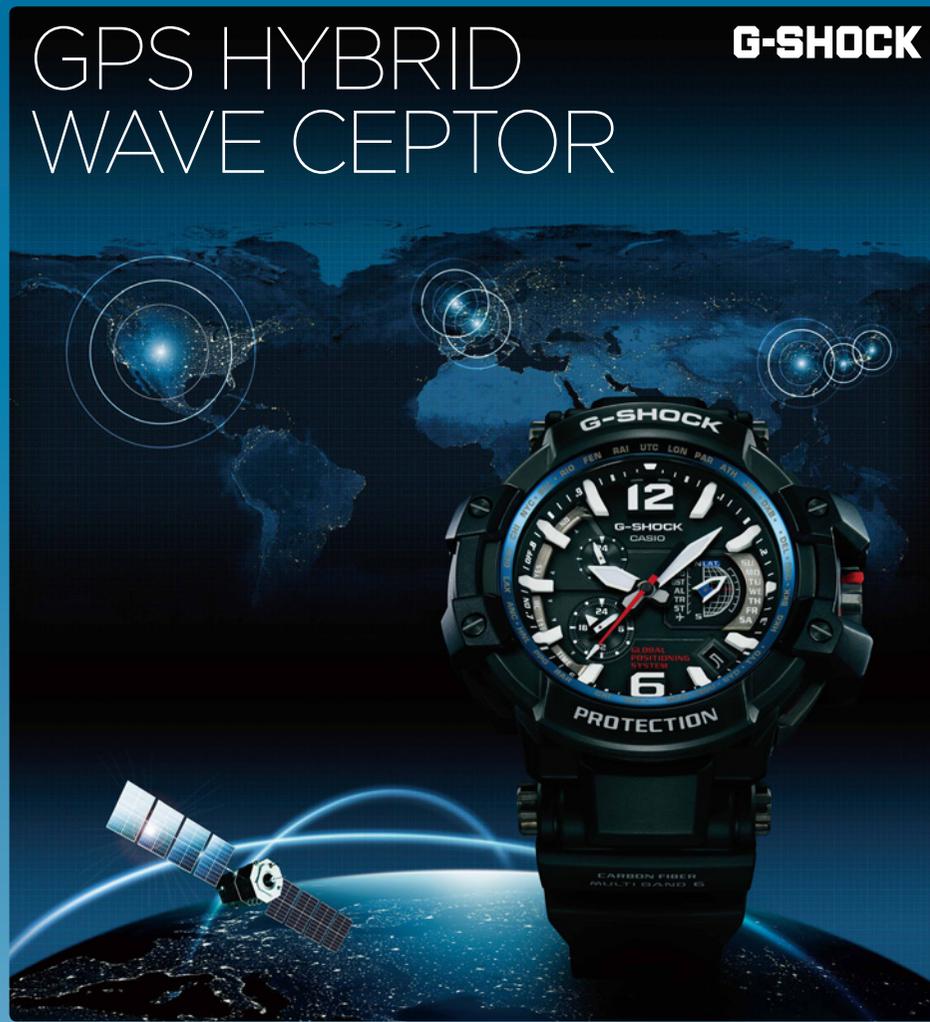


Special Feature: New Timepiece Products

Strategy to Expand Timepiece Sales Leveraging Flagship Models



Casio commercialized the world's first hybrid time keeping system that receives both GPS signals and radio wave time-calibration signals. This is G-SHOCK, which opens new vistas in watches by combining advanced technology and shock resistance. This model can receive time-calibration signals from any of six transmission stations worldwide and receive position and time data transmissions from GPS satellites. While retaining the convenience and reliability of radio-controlled solar timepieces, this watch not only determines the local time zone but also determines whether it is on summer time when acquiring GPS satellite information, keeping accurate time anywhere around the world. In other words, you can get the precise time wherever you are with the press of a button. Combining GPS and radio control functions can conserve power because the watch is set to prioritize radio reception when that is available.

Casio is also launching EDIFICE, a Bluetooth® V4.0-enabled watch that links with smartphones.

With this feature, the wearer can use a smartphone app that simplifies setting



time in 300 cities around the world. Unusually for an analog watch, EDIFICE can also simultaneously display the differing times in two cities, making it ideal for globetrotting businesspeople.

Casio aims to leverage the introduction of such powerful, technologically advanced flagship models to boost unit prices and sales.