

## Special Feature: CASIO Signage and CASIO ART

# Expanding Casio's Original New Businesses

### CASIO Signage



(English)



(Japanese)



Casio is endeavoring to expand new businesses as key sources of revenues and earnings.

The Company seeks to increase large orders for its CASIO Signage business. It will also introduce Art Clocks and expand painting contents in the digital painting business.

CASIO Signage is a store promotion tool that is far more attention-grabbing than conventional digital signage. This signage product employs characters who are shown as images on a panel that has been cut to a certain shape, and who "speak" to visitors to the store to catch their interest. CASIO Signage

can create audio content in different languages, thereby being able to "speak" to store visitors from overseas.

The system uses Casio's original projector technology to enable a sufficiently compact footprint for installing in a store. The product shows bright and sharp images and uses a light source that lasts as long as some 20,000 hours, making it suitable as a permanent store installation.

Furthermore, the user can link the system to a cloud service to flexibly create and change content according to the time zone and the store characteristics. For example, CASIO Signage can easily attract store visitors by conducting lotteries exclusively for visitors or by issuing coupons.

We have been negotiating CASIO Signage installations with several corporate clients. In

order to maximize the impact for companies that are introducing the signage, we have been promoting proposals that are focused on one company in each industry.

CASIO ART harnesses proprietary 3D technology to enable users to create 3D artworks. This product enhances expression through detailed indentations and provides a reality that is unique to 3D as a new way to enjoy paintings compared with conventional artwork. In June 2013, Casio started selling works with motifs featuring various characters. These offerings have proven popular. We also aim to sell CASIO ART as Art Clocks, boosting sales by leveraging existing time-piece retail channels.

Casio will ensure that it meets its V15 Plan targets by expanding such highly profitable new businesses.



### CASIO ART (Japanese only)

