CASIO_®



Moving Time Forward

CASIO's distinctive watch development philosophy calls for creating new user benefits by combining unique movements employing original electronic technologies with designs that realize the full potential of each movement. As time unfolds, we will continue our pursuit of cutting-edge timepiece creation with a steadfast commitment to innovative, unique product development without limiting ourselves to fixed ideas of what a watch should be. We look forward to the endless challenges the future will bring.

Smart Design

The exquisite designs that set CASIO watches apart reflect a far deeper meaning than the usual superficial styling. These are smart designs with an original beauty born from the pursuit of pure functionality.

CASIO's timepieces are designed to provide everything from unrivalled toughness to a variety of advanced functions requiring miniature sensors, motors, antennae, solar cells and other technologies. Their smart styling places a priority on users' needs for easy operation, clear indications, slimness, lightweight and other essential attributes. A closer look reveals that these masterpieces of human engineering contain more within their beautifully crafted exteriors than any other timepieces since time began.

Intelligent Timing

CASIO watches employ intelligent, LSI (large-scale integration) based electronic technologies to achieve unsurpassed precision, and to provide a wide range of highly desirable features and functions no conventional mechanical watch can match.

The lineup includes watches equipped with MULTI-MISSION DRIVE, a technology made possible by a large-capacity LSI that uses up to five electronic motors to control various displays and gauges independently. With CASIO's robust Tough Solar technology, which provides ample solar power to operate timekeeping and various other functions year after year without a battery change. With our proprietary radio-control technologies such as Multi Band 6, which receives time calibration signals from any of the world's six transmission stations and uses them to reset the time display to official local time automatically several times a day. And with high-precision sensor technologies, which gather and display vital information about the surrounding environment.

Unrivalled Brands

CASIO pursues a creative branding policy centered on the establishment of original brands offering new user benefits that have no rivals. Each brand represents a complex of targeted responses to the requirements of a specific user segment.

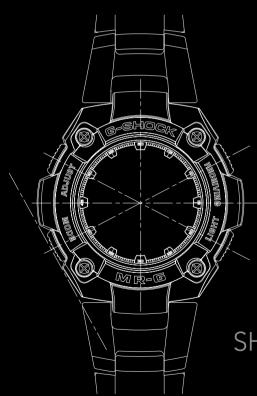
G-SHOCK, for example, born from our pursuit of unrivalled toughness, has evolved constantly throughout its 25-year history to meet user needs for increasing slimness, lighter weight and advanced sensor and other technologies. EDIFICE, designed for urban wear, now offers radio-controlled timekeeping and other attractive features in addition to elegant styling. OCEANUS packs an unrivalled array of functions for seafaring users into the most beautiful packages imaginable. And PROTREK, with its high-precision sensor and other unique technologies, serves outdoor adventurers as an intelligent guide and companion as well as a timepiece.

Smart Design

CASIO's unique designs are born from the application of advanced technologies and the pursuit of superior operability and practicality. The intelligence of CASIO's unique technologies (Intelligent Timing) and the functional beauty they engender (Smart Design) embody the CASIO brand identity.

A design realizing shock resistance

G-SHOCK's shock-resistant structure originated with an engineer's brief calling for creation of "an unbreakable watch." The structure is designed based on precise calculations of every detail to attain the ultimate level of strength. The rugged form and robust style were arrived at by trimming away all waste. Every aspect was created with an insistence on shock resistance.





SHOCK RESISTANCE



A design stressing visibility

Colour variations and metal materials are employed in the design to distinguish the advanced, complex functions. An LED Illuminator is added, moreover, to ensure night-time visibility.

VISIBILITY



Utilitarian designs achieved in pursuit of operability

Our utilitarian designs with their excellent operability realize the capabilities of CASIO's unique sensor technologies to the full, even in the most severe outdoor environments. We provide them with clear, high-visibility LCDs, large, easy-to-push dedicated buttons and other ergonomic features to make them highly practical tools. Every CASIO outdoor watch features an ingenious functional beauty that contributes to our products' reputation as genuine outdoor gear.



Every design has meaning.

Intelligent Timing

CASIO deploys unique LSI and high-density mounting technologies to create unique watches featuring advanced technologies, such as the latest radio-control, solar system and sensor technologies, that no ordinary mechanical watch can offer.

Multi Band 6, the world's first* radio-control technology that can receive time calibration signals from all the world's six transmission stations

Non-stop, Self-adjusting.-



Multi Band 6 radio-control technology featuring compatibility with all six transmission stations worldwide realized by applying advanced technologies.

Multi Band 6 is the world's first* radio-control system built to receive time calibration signals from six transmission stations: one each in Germany, the United Kingdom and North America and two in Japan, plus the new station in China.













weather or time zone or interference by buildings.
*Reception may become more difficult outside the inner circle as the signals weaken.

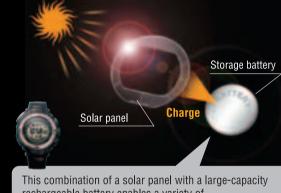
New heterodyne detection IC (integrated circuit)

A heterodyne system was adopted for the detection IC. We also developed a new detection IC with an extended tuned circuit setting capable of receiving a wider range of frequencies than our Multi Band 5 models, which receive time calibration signals from five stations, to permit reception of radio waves from six stations, including the station in China. *As of March 2008. Source: CASIO investigation



with no battery change.

A solar panel converts even weak illumination from fluorescent lighting into electric power. A rechargeable battery with a large power storage capacity supports stable operation of various functions with high electricity consumption. You never have to worry about the battery running down because it's a solar battery.



rechargeable battery enables a variety of energy-hungry functions to operate smoothly.

Alarm | Backlight | Sensor



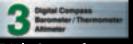
■ Reduced power-consumption technology

A unique, large-capacity LSI with reduced power consumption has been developed through the application of SOI <silicon on insulator> technology. The resulting reduction in power consumption throughout ensures stable operation of all the various functions, including multiple-frequency radio-wave reception and the EL backlight, with solar power alone.



■ Highly sensitive miniature amorphous antenna

he tiny reception antenna is made of an amorphous material that resists iterference and permits highly sensitive, stable reception. We have optimised ts reception characteristics to permit efficient reception of a wide range of



Triple Sensor for measuring directions, atmospheric pressure/temperature and altitude

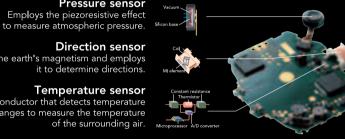
Despite their small size and lightweight, these sensors employ highly advanced sensor technologies. CASIO's unique power-saving, large-capacity LSI and high-density mounting technologies have combined, moreover, to make Triple Sensor installation possible.

Pressure sensor

Direction sensor Detects the earth's magnetism and employs

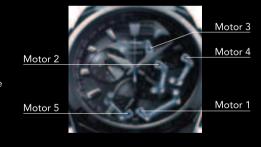
Temperature sensor

Uses a semiconductor that detects temperature changes to measure the temperature of the surrounding air. Microprocessor



MULTI-MISSION DRIVE that operates multi-function chronographs

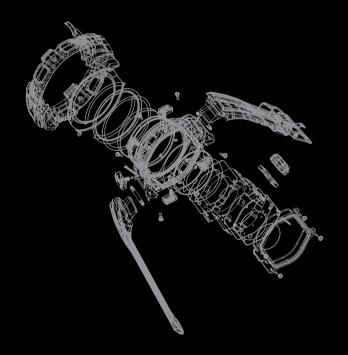
CASIO's unique, miniaturized, low power-consuming motors, each operating independently, easily handle the various functions and complicated hand movements required by multi-function chronographs





Shock-resistant technology that overturned conventional thinking about watches

The world's only true shock-resistant structure was realized through the application of innovative advanced technologies, such as a case with a hollow structure that "floats" the module inside to protect it from shocks and all-directional enclosure by a urethane bezel that prevents the glass and buttons from receiving direct shocks.



Relentless pursuit of basic technologies contributing to the ongoing evolution of CASIO's advanced technologies

■ Small reception IC





■ High-density mounting technology

The larger number of electronic parts required for multi-band reception are arranged in the limited available space by the application of CASIO's unique high-density mounting technology. Parts are positioned according to numerical values worked out by precision calculations to minimise noise emissions by the parts that can interfere with radio-wave reception.





THE TOUGHNESS

G-SHOCK's shock-resistant structure was created in the pursuit of an "unbreakable watch," our definition of "toughness." This achievement required the discovery of the essential tough design.

Since its birth in 1983, G-SHOCK has continued the unrestrained evolution that began when it overturned the conventional idea that a watch is necessarily a breakable object. Everything in the design aspires to toughness . . . The G-SHOCK challenges continue beyond the limits of time and common sense.

The passion

G-SHOCK was created based on a single brief: A directive to build a watch that never breaks. This idea fell outside the realm of common sense at a time when watches were considered to be breakable objects.

Nevertheless, CASIO organised Project Team "TOUGH" to take on the development. The team conducted trial after trial under the "Triple 10" development concept aimed at a 10-year battery life, 10-bar water resistance and 10m dropping shock resistance, producing over 200 experimental prototypes for performance tests. Two years were devoted to the development.

Finally, in 1983, the first G-SHOCK, the DW-5000C, was born from the passion and persistent, indefatigable efforts of the team members.

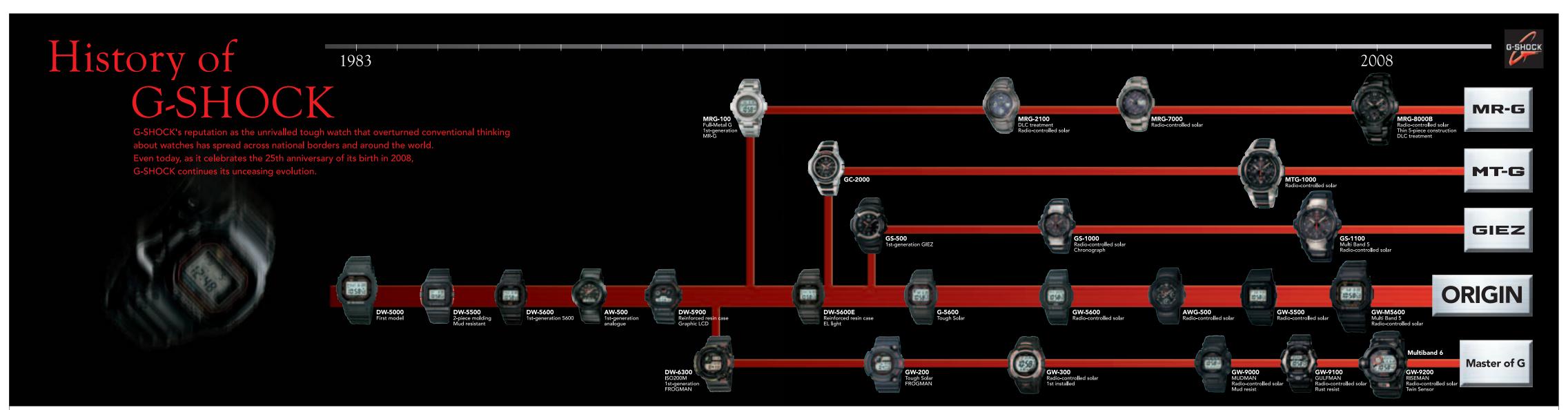
The world's one-and-only shock-resistant structure was realized through the application of revolutionary, groundbreaking ideas, such as the hollow structure that supports the module at just a few points to protect it from external shocks, the all-directional covering with urethane resin and the protection of important parts with cushioning material. This rugged styling led to a new concept of watch toughness.

In the years since, G-SHOCK has continued its insatiable challenging of new, unknown territory based on the confirmed belief in unbreakable watches it has inherited. This attitude of striving to evolve constantly in various directions with a shock-resistant structure as the starting point has brought many advanced technologies, including Wave Ceptor and Tough Solar, to fruition.

Today, G-SHOCK continues its pursuit of further evolution, considering every possibility open to watches.



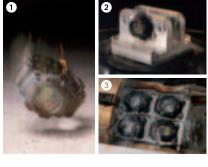
DW-5000C





The one-and-only shock-resistant structure

The case employs a hollow structure in which the module is "floated" to protect it from shocks. A full urethane bezel provides all-directional enclosure to prevent direct shocks from striking the glass and buttons. And cushioning material provides extra protection for key parts, such as the crystal oscillator inside the module. These and other shock-resistant technologies, exclusive to G-SHOCK, are spread generously throughout the body and the module interior to raise toughness to the highest levels.



① [Drop test

A free-fall drop test in which the watches are actually thrown by the human hand is conducted to test their ability to endure shocks under various conditions by giving them random shocks that are difficult to apply in machine tests.

② [Vibration test]

Vibration resistance is confirmed by conducting various tests, including a test in which they are subjected to severe vibrations by a testing machine.

(3) [Water-resistance test]

Every G-SHOCK model must pass a water-resistance test at a pressure equivalent to that at a depth of 200m without difficulty.



■ Hollow-structure case

The module is arranged as if floating inside the hollow-structure case. Shocks transmitted from outside are dissipated by supporting the module at just a few points inside the case to reduce its contact points. We have also succeeded in adding shock resistance to the module itself through further technological innovations.

■ All-directional covering

Direct shocks to the buttons and glass surface are prevented by a projecting urethane-resin bezel design. Shock resistance has been ensured by inserting cushioning material between the bezel and case in metal models with lower shock-absorption capabilities.

■ Protection of important parts with cushioning material

The crystal oscillator and other important parts inside the module are individually protected with cushioning material. This prevents contact failures and improper operation due to distortions that could otherwise occur inside the module if the watch experienced a sudden strong shock.

20-bar water resistant

The outstanding water-resistance capable of withstanding water pressure equivalent to that at depths of 200m is suited to a watch designed for use in the harshest conditions.

■ Water-resistant structure

The addition of an O-ring to increase the water-resistance properties, injection of reinforced glass into the case, use of glass packing with excellent humidity resistance and airtightness characteristics and adoption of a double-packing structure for the button shaft are among other structural elements that contribute significantly to water resistance.



1



GW-9200 RISEMAN

A Twin Sensor G-SHOCK with the World's First* Multi Band 6 Radio Control Technology

Smart Design

A new tough watch design incorporating twin sensors in a shock-resistant body



■ Specialty gear centre shaft design The pressure sensor and measurement button are positioned to the right and left of the case, and a centre shaft design is employed.

■ Large, dedicated altitude measurement button for fast accurate operation

A large button exclusively for altitude measurement permits instantaneous measurements.



■ ALTI/BARO display designed for visibility

This display includes an altitude/atmospheric pressure tendency graph and a pace arrow indicating altitude and atmospheric pressure differences located inside a red circle to enhance visibility and enable the user to check conditions at a glance.

■ Case back design with a stress on smooth contact

The case back is designed to minimize uneven contact with the wrist and reduce restrictive pressure resulting from muscular contractions. The band employs concavo-convex shaping to expel sweat and enhance comfort.

■ RISEMAN's new "dragon" emblem character RISEMAN is represented by the dragon, a mythical beast that sweeps across the heavens and is believed to govern the weather.



pressure sensor

sensor structure

- Stopwatch-linked altimeter that measures even high-speed altitude
- Pace arrow display for at-a-glance confirmation of altitude changes

■ Slit structure developed for the shock-resistant

protective structure to prevent physical damage.

■ Advanced measurement functionality

We devised a special slit in the urethane bezel around the metal

into the pressure sensor. The front of the sensor is guarded by the

sensor cover to let air required for atmospheric pressure measurement

Intelligent Timing

Newly developed Multi Band 6 shock-resistant pressure

■ Shock-resistant sensor

The GW-9200 has been equipped with pressure and

resistance. This is yet another example of G-SHOCK's

constantly evolving toughness technology

temperature sensors without sacrificing G-SHOCK shock

• 3-layer protective structure guarding the pressure sensor The pressure sensor, a delicate precision part, is perfectly protected by a 3-layer protective structure. CASIO has succeeded in installing this sensitive pressure sensor while

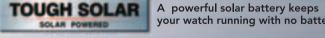


Non-stop, Self-adjusting

RADIO CONTROLLED

WAVE CEPTOR Receives time calibration signals and corrects the time automatically.

- Equipped with the world's first* Multi Band 6 Receives time calibration signals from all six transmission stations
- worldwide (one each in Germany, the UK, North America and
- Miniaturized shock-resistant, high-sensitivity amorphous antenna
- New heterodyne detection IC
- Large-capacity, power-saving LSI controlling 2 sensors and 6-station radio-wave



your watch running with no battery change.

*As of March 2008. Source: CASIO investigation.

- Shock resistant Radio-controlled (Multi Band 6) Tough Solar Full auto EL backlight Altimeter/Barometer/Thermometer 1/100-sec. stopwatch Countdown timer 5 daily alarms World Time
- 20-bar water resistant











*As of March 2008. Source: CASIO investigation.

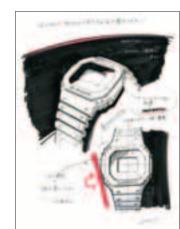


GW-M5600

The Origin and Ongoing **Evolution of G-SHOCK Toughness**

Smart Design

The ultimate in functional beauty expressed by a shock-resistant structure



■ The ultimate shock-resistant design with all waste trimmed away

Functional beauty reaches a highpoint with the elimination of all waste in a watch with every detail designed to contribute to "unbreakability."



Successful incorporation of the latest technologies that were considered impossible to fit into the shock-resistant square form

■ Highly-evolved thinning and downsizing technologies surpassing the original design specifications

As it evolved to incorporate more advanced functions, the shape of the GW-M5600 actually approached the original design more closely and achieved the slimmest profile of all the square models we have manufactured.



■ Button guard that protects the module from direct

A special shape has been adopted to guard the buttons and make sure that they are never struck directly if the watch is dropped, at no matter what angle.

■ Continually evolving square shape

The square shape, the ultimate shock-resistant design, has been maintained since G-SHOCK's birth in 1983. But even though the shockresistant shape remains the same, the details are constantly evolving.

■ Forged case back

The case back is forged to give it greater strength than is possible with conventional press-moulded case backs. The high-quality impression is further enhanced by the large-scale modelling and precision engraving this process makes possible.

■ Band shape protecting the watch's back

We employed a curved shape for the root of the band. The shape enables the band itself to play a role as a shock absorber to ensure that the back never receives a direct shock.





Non-stop, Self-adjusting

Receives time calibration signals and corrects the time automatically.

MULTI BANDS

■ Multi Band 5

Receives time calibration signals form five transmission stations worldwide (one each in Germany, the UK and North America and two in Japan).

- Miniaturized shock-resistant, high-sensitivity amorphous antenna
- Small reception IC compatible with three frequencies and five stations
- Large-capacity, power-saving LSI



your watch running with no battery change.

• Shock resistant • Tough Solar • Radio-controlled (Multi Band 5) • Full auto EL backlight • World Time • 1/100-sec. stopwatch • 5 daily alarms • 20-bar water resistant





Smart Design

Unlimited strength & superior refinement



- GIEZ's unique shock-resistant case design We reshaped the stainless-steel case, implanting a urethane bezel into it to achieve a design with sophisticated appeal that not only allows for sufficient urethane thickness but also permits smoother shaping
- Beautiful dial unblemished by the inclusion of a solar panel



■ Exterior parts attachment

All the exterior parts are attached by a set of six long and short stainless-steel screws.



■ Soft urethane band providing excellent wear performance

The soft urethane material employed for the band requires a higher formation technology than ordinary urethane materials. Key characteristics include soft, flexible wear performance resembling that of natural rubber as well as high tensile strength and environmental resistance, including variable weather (temperature/UV) resistance and chemical (cosmetics) resistance.

■ Highly textured screw-lock case back

The case with its solid screw-lock back is not only airtight but also water resistant to 20 bar.



Intelligent Timing

Shock resistance combined with MULTI-MISSION DRIVE

Shock-resistant MULTI-MISSION DRIVE supporting multi-functionality

■ Shock-resistant 5-motor chronograph module

A wide range of functions, including World Time, which displays the times in 27 cities (29 time zones) around the world, a 1/20-second stopwatch with hands that reset promptly and date and day-of-the-week displays, are realized in a full-analogue model.

[High-sensitivity — miniature antenna]

• Time calibration wave compatibility: 5 transmission stations

[Motor 2]

- Stopwatch second hand
- World Time city indicator Alarm ON/OFF indicator

[Motor 5] • Date display

- [Motor 3] Hour/minute hand
 - 24-hour hand [Motor 1]
 - Second hand
 - World Time second hand

MULTIBANDS

[Motor 4]
Day of week indicator
World Time ON/OFF indicator

• 60-minute Stopwatch hand

Alarm mode indicator

Non-stop, Self-adjusting

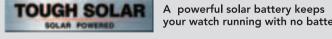


Receives time calibration signals and corrects the time automatically.

■ Multi Band 5

Receives time calibration signals from five transmission stations worldwide (one each in Germany, the UK and North America and two in Japan).

- Miniaturized shock-resistant, high-sensitivity amorphous antenna
- Small reception IC compatible with three frequencies and five stations
- Large-capacity, power-saving LSI



your watch running with no battery change.

GIEZ

GS-1100

Functional Beauty . . .

and an Air of Sophistication.

High-Quality

The origin of GIEZ is "G-ESSENCE," a concept combining three ideals: "simple," "sophisticated" and "standard."

• Shock resistant • Radio-controlled (Multi Band 5) • Tough Solar • World Time • 1/20-sec. stopwatch • Daily alarm • Perpetual calendar • 20-bar water resistant



MTG-1000

An Innovative G-SHOCK Created by **Combining Contrasting Materials**



Smart Design

Toughness balancing strength with beauty

■ Contrasting material combination design Stainless steel is known for its hardness and resin for its toughness. Taking advantage of both these characteristics enabled us to realize a design in which two completely different materials intertwine beautifully and unite with one another.

■ Forged stainless bezel

Forged modelling provides a surface structure that makes the most of cutting work and polished finishing to realize a sharp-edged quality look.

- 2-piece shock-dispersing bezel construction The shock-resistant bezel structure features a stainlesssteel bezel that receives and disperses external shocks and an internal urethane bezel that absorbs and reduces the shocks further.
- Stainless / urethane combination band Convex urethane band links installed to reduce damage to the stainless-steel links also play a role in protecting the watch.

■ Face design that communicates a sense of exquisite functionality

Dyeing treatment applied to the hands gives a sharp look. Radial concavoconvex shaping of the back surface of the solar dial adds to its expression of profundity.

■ Buckle restating the combination toughness

The buckle features a sharply defined, high-quality brand mark with etching processing applied and a urethane guard added to protect the

■ Parts with a stress on details

side buttons with an engraved G-mark add further emphasis to the image of solidity. We focused on every aspect of every part in our commitment to the highest quality.



Intelligent Timing

Adding a new dimension to the shock-resistant structure through a fusion of metal and resin materials

- Shock-resistant MULTI-MISSION DRIVE supporting multi-functionality
- Shock-resistant 5-motor chronograph module A wide range of functions, including World Time, which displays the times in 27 cities (29 time zones) around the world, a 1/20-second stopwatch with hands that reset nstantaneously and date and day-of-the-week displays are realized in a full-analogue model.



MULTI BANDS

Non-stop, Self-adjusting



WAVE CEPTOR Receives time calibration signals and corrects the time automatically.

■ Multi Band 5

Receives time calibration signals from five transmission stations worldwide (one each in Germany, the UK and North America and two in Japan).



- Miniaturized shock-resistant, high-sensitivity amorphous antenna Small reception IC compatible with three frequencies and five stations
- Large-capacity, power-saving LSI



your watch running with no battery change.

• Shock resistant • Radio-controlled (Multi Band 5) • Tough Solar • World Time • 1/20-sec. stopwatch • Daily alarm • Perpetual calendar • 20-bar water resistant





The Proud Head of the "G-SHOCK" Family on the Top Tier of Toughness.

Smart Design

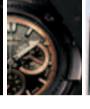
The top G-SHOCK model, designed with an insistence on exclusive specifications

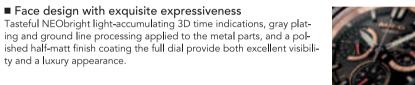
■ Toughness built in through the use of masterful techniques

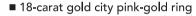
The watch body comprises the case, case back, protectors on both sides and a total of five titanium parts, and the texture is enhanced by polish finishing of every surface of every part.

ty and a luxury appearance.









■ Face design with exquisite expressiveness

An exquisite expressiveness is produced by engraving directly on the mirror surface of the 18-carat gold city code ring.

Tasteful NEObright light-accumulating 3D time indications, gray plating and ground line processing applied to the metal parts, and a pol-



■ Full-metal, double-hardened titanium

We have applied deep-hardening treatment to the titanium material used for key parts and a DLC coating to improve their hardness and abrasion resistance dramatically. This has resulted in an astonishing level of strength appropriate to the top model in the G-SHOCK collection.

• Deep hardening treatment

Four to five times as hard as pure titanium, this layer is the result of hardening of the material itself.

• DLC (diamond-like carbon) treatment

DLC treatment involves coating with an amorphous hard carbon film consisting of carbon and hydrogen and excelling in abrasion resistance. This coating technology boasts an HV (Vickers hardness) second only to diamonds.

featuring shock-





tightened by craftsmen





Intelligent Timing

Cutting-edge technologies adding support to G-SHOCK's incomparable toughness

Shock-resistant MULTI-MISSION DRIVE supporting multi-functionality

■ Shock-resistant 5-motor chronograph module A wide range of functions, including World Time, which displays the times in 27 cities (29 time zones) around the world, a 1/20-second stopwatch with hands that reset instantaneously and date and day-

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MULTI BANDS

Non-stop, Self-adjusting

RADIO CONTROLLED

Receives time calibration signals and corrects the time automatically.

■ Multi Band 5

Receives time calibration signals from five transmission stations worldwide (one each in Germany, the UK and North America and two in Japan).

- Miniaturized shock-resistant, high-sensitivity amorphous antenna
- Small reception IC compatible with three frequencies and five stations
- Large-capacity, power-saving LSI



A powerful solar battery keeps your watch running with no battery change.

New structure

resistant side

protectors

• Shock resistant ● Radio-controlled (Multi Band 5) • Tough Solar • World Time • 1/20-sec. stopwatch • Perpetual calendar • Titanium case and band • 20-bar water resistant

DLC coating



