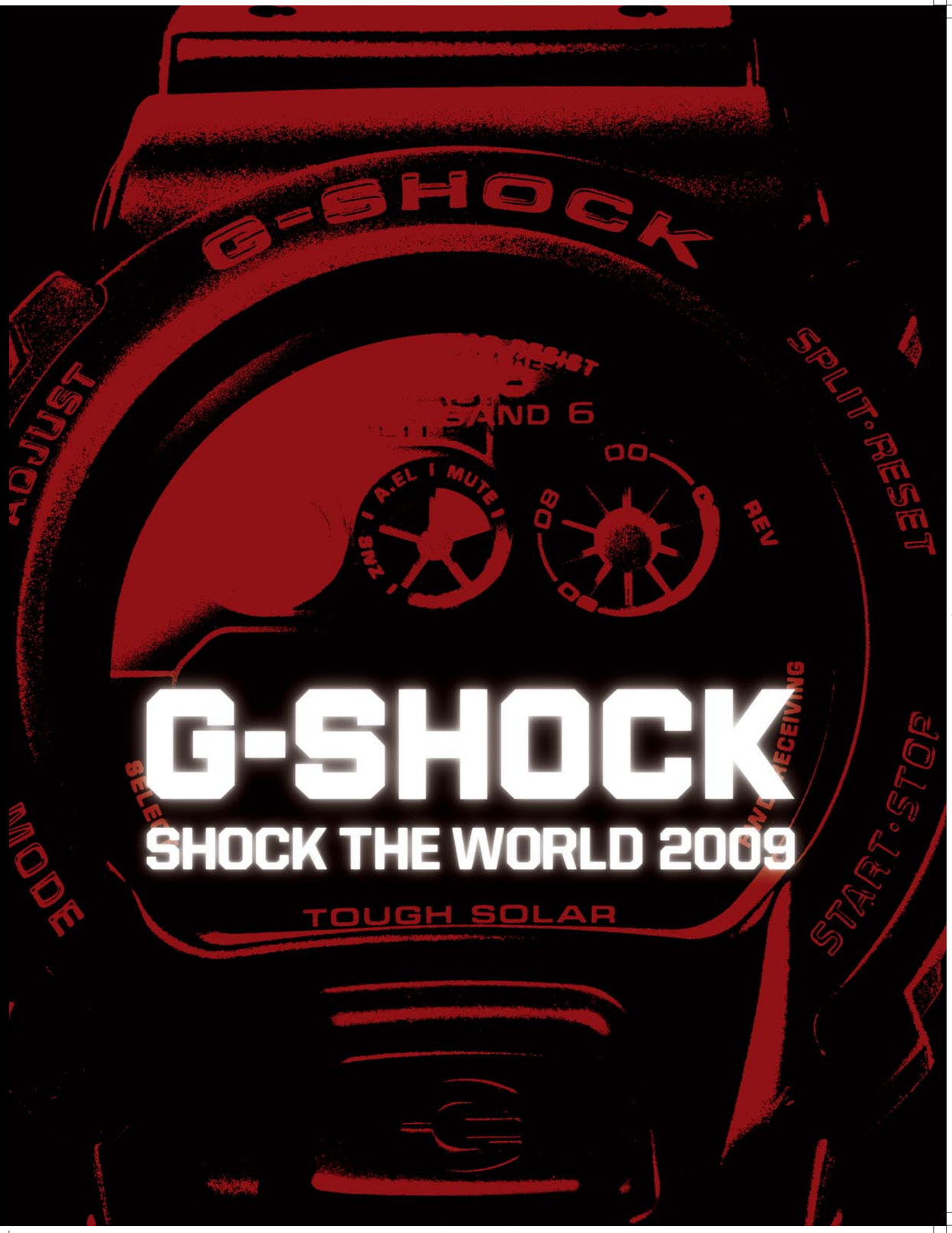
www.gshock.com

G-SHOCK
SHOCK THE WORLD 2009

CASIO



Watch innovation always begins with CASIO.

G-SHOCK has changed conventional thinking
and continuous its unceasing evolution.
CASIO's unique development concept lives on in its innovative spirit.
Capable of producing something from nothing. It all begins with CASIO.

World's first
digital camera-equipped watch,
Wrist Camera
WQV-1
1999

World's first
MP3 player-equipped watch,
Wrist Audio Player
WMP-1V
2000

World's first
full auto digital watch,
Casiotron
QW02-11S
1974

World's first
databank-equipped watch,
Databank Telememo 10
CD-40
1984

First
radio-controlled,
solar-powered G-SHOCK,
[The G] GW300
2002

World's first
weather-forecasting,
sensor-equipped watch,
BM-100WJ
1984

World's first
GPS function-equipped watch,
PRO TREK Satellite Navi
PRT-1GPJ
1999

SHOCK RESIST

CASIO raises a continuous challenge to advanced technological development.

CASIO sets the standards for next-generation wristwatches by continuously challenging development of new technologies beyond the boundaries of time display.
The evolutionary potential of the cutting-edge technologies generating G-SHOCK's evolution has no limit.

TRIPLE SENSOR

Three tiny, high-precision sensors mounted in the compact case measure direction, atmospheric pressure/temperature and altitude.

5 MOTOR DRIVE

Several independent motors mounted in the module control the hands individually, enabling multifunctio nal chronograph operation.

DUAL LAYER

A mechanical dial design achieved by adopting a dual-layered dial creates a more dynamic movement.

Absolute Toughness

**G-SHCOK's shock-resistant structure was born from a development concept calling for “the creation of unbreakable watch.”
Today, G-SHOCK continues to evolve toward greater heights based on its inherited design philosophy.
This tough watch's insatiable desire for new challenges continues from era to era and beyond the limits of common sense.**

SHOCK RESIST

Gravity Shock Resistant >>

<< Electricity Resistant

Vibration Resistant >>

<< Water Pressure Resistant

Low-Temperature Resistant >>

<< Hammer Shock Resistant

TOUGHNESS

Technology and Design for Toughness

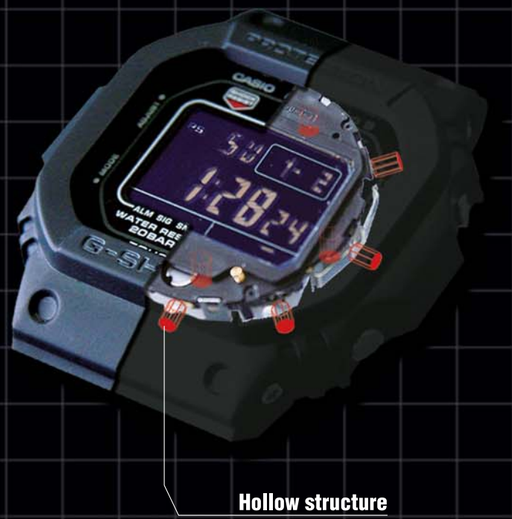
Shock-Resistant Structure

G-SHOCK's core technology that realized “unbreakability when dropped”

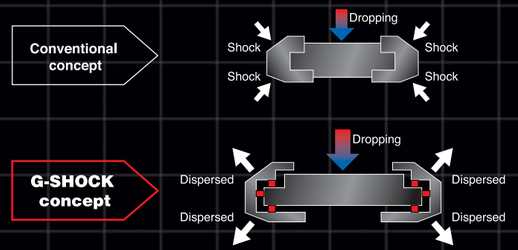
Hollow case structure

The module is mounted as if “floating” inside the case to ease the impact of external shocks.

Hollow structure



Hollow structure

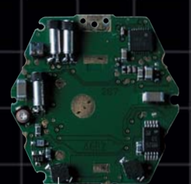


All-directional covering

Direct shocks to the buttons and glass surface are prevented by a design featuring a projecting urethane-resin bezel.

Parts protection

The crystal oscillator and other key components inside the module are protected individually by cushioning material.



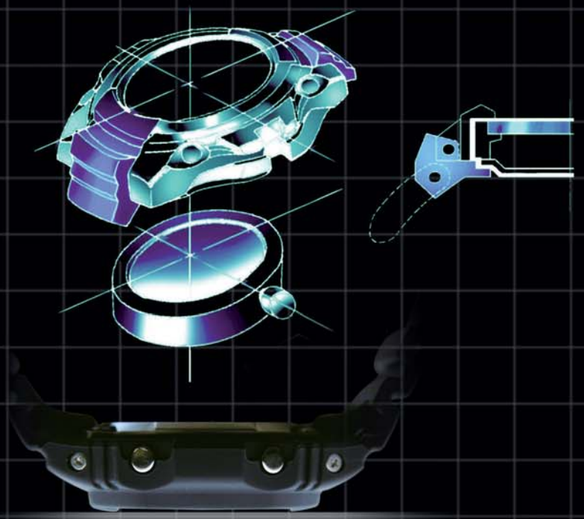
Cushioning material

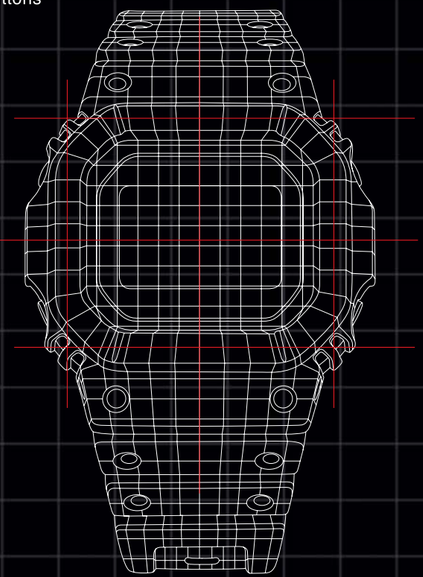
Tough Design

The shock-resistant design inherited by every G-SHOCK model

Case form

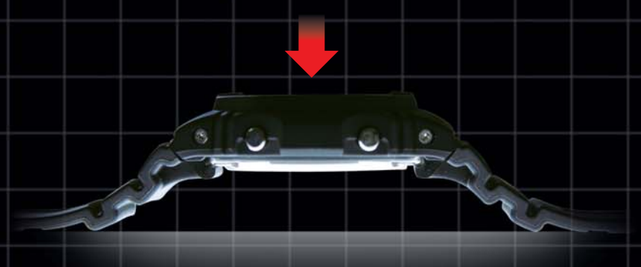
The case is protected by a bezel that's designed to keep the glass and buttons from making direct contact with flat surfaces if the watch is dropped.





Urethane band structure

The band connection is fixed in a curved shape that enables it to absorb drop shocks and protect the back of the case.



Metal band structure

The band structure releases shocks by freeing each link to rotate loosely up or down.

Our target was ultimate toughness.

The Tough Solar and radio-wave reception functions that represent CASIO's technological prowess have been added to G-SHOCK's unique shock-resistant structure. G-SHOCK's evolution continues toward its goal of becoming the ultimate watch.

Non-stop

SOLAR POWERED
TOUGH SOLAR

CASIO's Tough Solar is an echo-friendly technology that captures energy from light, a natural energy source, and converts it into electric power to operate timekeeping and other watch functions.

Self-adjusting

ATOMIC TIMEKEEPING
RADIO CONTROLLED WAVE CEPTOR

Receives time-calibration signals and corrects the time automatically.

SOLAR-POWERED

A solar panel converts sunlight — and even relatively weak light from indoor lighting — to electric power for storage in a large-capacity rechargeable battery capable of assuring stable operation of various advanced watch functions. Choosing a watch that operates on renewable solar power is one way of contributing to the preservation of Earth's environment.

A highly efficient solar panel stores light energy in a large-capacity rechargeable battery that provides ample power for all the advanced digital watch functions.

Digital Watch

Digital display of various functions

Analog Watch

Multifunctional chronograph with 5-motor drive

Backlight

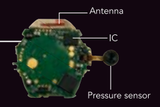
A full EL backlight that illuminates the display with just a tilt of the wrist and senses light and dark automatically to illuminate the watch face

Alarms/Timers

From alarms with a snooze function to countdown alarms

Sensors

High-performance sensors that measure directions, altitudes and atmospheric pressure/temperature



[Back surface of circuit board]

ATOMIC TIMEKEEPING

CASIO watches equipped with Wave Ceptor technology receive radio waves carrying U.S. Standard Time data transmitted from Fort Collins, Colorado. They then correct the displayed time automatically for one of four U.S. cities the wearer pre-selects depending on the appropriate time zone.

- **Accurate time data reception, self-adjusting**
- **Self-adjusts to time zone differences wherever you go from coast to coast.** *After home time is set
- **Switching to and from Daylight Saving Time is automatic.**

MULTIBAND 6

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

Compatibility with all six transmission stations worldwide

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

- **Miniaturized shock-resistant, high-sensitivity amorphous antenna**
- **Large-capacity, power-saving LSI controlling 6-station radio wave reception**

*As of March 2008 Source: CASIO investigation

GW6900 series
Evolution

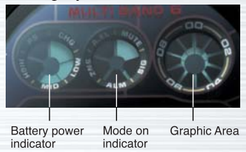
GW6900-1

Technology and Design for Toughness

CASIO has made full use of its unique downsizing and high-density mounting technology to equip its 6900 Series watches with Tough Solar power and Multiband 6 radio control without altering their original design. G-SHOCK has evolved into an "unbreakable," "nonstopping" and "always accurate" watch.

Button guard structure

Clear graphic indications



Front EL button

Non-stop, self-adjusting

SOLAR POWERED TOUGH SOLAR
An eco-friendly solar power system assuring stable, non-stop operation

ATOMIC TIMEKEEPING RADIO CONTROLLED WAVE CEPTOR
Receives time-calibration signals from six transmission stations* and corrects the displayed time automatically.**

MULTIBAND 6

*One each in North America, the United Kingdom, Germany and China and two in Japan
**After you make a simple setting adjustment for the new country or region

GW6900A-7

GW6900A-9

GW2500 series
G-Aviation

SHOCK RESIST

GW2500-1A

Technology and Design for Toughness

An aviator's watch with design features and measurement functions that meet the needs of air-racing pilots in a shock-resistant structure that stands up to use under the cruelest conditions

Hybrid Mount Construction

Enables it to withstand the intense gravitational forces and vibrations that may occur in flight.

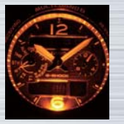
3-city simultaneous display

High-visibility hand design

Luminous paint is applied for improved nighttime visibility.

Full auto LED light

A Tilt Sensor enables wearers to turn on the LED light automatically in low light just by tilting the watch toward their face.



Non-stop, self-adjusting

SOLAR POWERED TOUGH SOLAR
An eco-friendly solar power system assuring stable, non-stop operation

ATOMIC TIMEKEEPING RADIO CONTROLLED WAVE CEPTOR
Receives time-calibration signals from any of six transmission stations* and corrects the displayed time automatically.**

MULTI BAND 6

*One each in North America, the United Kingdom, Germany and China and two in Japan
**After you make a simple setting adjustment for a new country or region

GW2500BD-1A

GW2500B-1A

G7900 series
Innovation

G7900-1

G7900A-4 G7900A-7

Technology and Design for Toughness

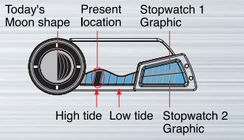
A large-diameter case is adopted for enhanced practicality and operability. Its heavy-duty, large-scale specifications augment toughness and achieve even greater intensity – by easing shocks to the module further, for example, with a line of defense involving four large bezel screws and bezel projections to both right and left.

4 point guard design

Large buttons for enhanced operability when wearing gloves

Back case protection affording comfortable wearability

Tide graph, Moon data and stopwatch display examples



■ **Low-temperature resistance down to -4˚F (-20˚C) to stand up under extreme conditions**

■ **World time**

DW6900CC series

Metallic-colored G-SHOCK

DW6900CC-6

DW6900CC-3

DW6900CC-2

Technology and Design for Toughness

The LCD and EL backlight employ colors to match the metallic coating applied to the case and band. These distinctive 6900CC series models stand out on the street, asserting a powerful presence with their vivid coloring.

Band with glossy coating and glitter applied

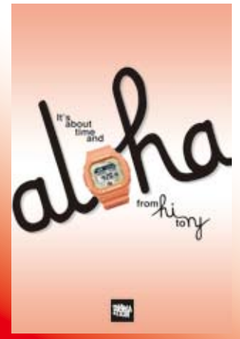
Color LCD giving the dial a flashy look

EL backlight emitting brilliant light

G-SHOCK COLLABORATION

LRG

G-SHOCK and LRG have come together once again with their latest timepiece collaboration producing this new, bright yellow timepiece with green accents. With the word "Research" prominently positioned on the band, this timepiece truly encompasses the essence of both G-SHOCK and LRG.

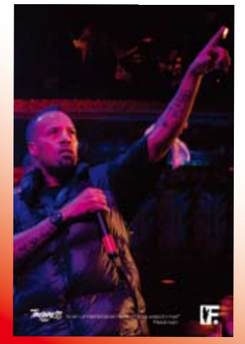


In4mation

From Hawaii to New York, In4mation is island raised and city situated balancing Hawaii's laid back attitude with a New York Groove. In4mation introduces its third collaboration G-SHOCK model in a coral pink colorway to match the season's street casual fashions. The band and case feature a gloss finish with In4mation brand logos, and the word "Aloha" appears in the EL backlight when activated.

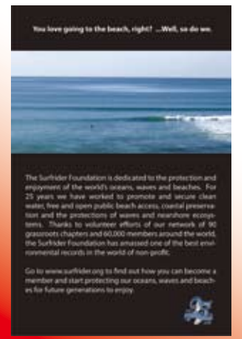
Mr.Cartoon

Los Angeles based graffiti and tattoo artist, cultural icon Mister Cartoon has teamed up with G-SHOCK in releasing his original collaboration timepiece. With design work spanning numerous collectable limited edition pieces, Mister Cartoon now brings his unique artwork to the wrists of G-SHOCK fans everywhere.



Redman

With the recent release of the Blackout 2 album, the follow-up to Redman's platinum collaboration with Method Man, this rap artist, record producer and actor is seemingly unstoppable. Now he's teaming up with G-SHOCK by bringing his signature logo to this hot, new timepiece.



Surfrider Foundation

As a strong supporter of surfers throughout the world, G-SHOCK introduces a new Tough Solar collaboration model with the Surfrider Foundation (S.R.F.) to help celebrate their 25th Anniversary. The deep blue coloring recalls the ocean and its Solar Technology harnesses the power of the sun. Turning on the EL Backlight causes the SRF logo to appear on the display and "Surfrider Foundation" is imprinted on the band and the buckle.

Globe

G-SHOCK teams up with the action sports footwear brand, Globe, by collaborating on the DW5600 model in a white colorway with gold accents and the Globe matrix design on the dial. Complimenting this co-op is a Globe x G-SHOCK shoe and cap, available in 2010.

Todd Jordan

A professional skateboarder since 2000, Todd Jordan also has a passion for photography, working now as a freelance photographer. His work reflects his daily life in New York City as well as his life on the skateboarding circuit. His collaboration G-SHOCK transcends his personality – classic and simple.

G-SHOCK proudly celebrates its 26th Anniversary with collaborations that continue to fuse cutting-edge technology within fashionable accessories that are the must-haves of today. G-SHOCK is thrilled to bring these timepieces to fans everywhere and honored to work with the brands that help to further the G-SHOCK culture.

G-SHOCK BRAND AMBASSADORS

STEVIE WILLIAMS

ERICA HOSSEINI

GABE KLING

MATT HAMMER

Baby-G

Tough and Cute

Pop colors and designs are added to the shock-resistant structure
and water-resistance function
passed down through G-SHOCK's DNA.
The tough watch that introduces cute coloring into girls' active lifestyles.

g-shock mini

Tough and Cool

G-SHOCK's unique tough design condensed into a compact feminine form,
Stylish toughness expressing cool individuality, G-SHOCK for Ladies.

g-shock mini

G-SHOCK

SHOCK RESIST

GMN690-7B　GMN50-7B　GMN50-7B-2

GZX690MN-4　GMN550-1B　GMN51-4B

GMN690G-1　GMN550-1C　GMN50G-1B