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Casio's Strength

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Special Feature I: Timepieces

Expand the Timepiece Business with High-End Products



GPS HYBRID WAVE CEPTOR

Casio has created the world's first hybrid solar timepiece that receives both GPS signals and radio wave time-calibration signals. It can receive time-calibration signals from any of six transmission stations worldwide, and can 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 worldwide. In short, it provides the precise time anywhere with the press of a button. We currently offer these timepieces in the G-SHOCK and OCEANUS brands.

SMARTPHONE LINK

(Bluetooth® SMART)

Casio has also launched EDIFICE, a Bluetooth® SMART-enabled watch that links with smartphones. This allows the wearer to use a smartphone app that simplifies setting time in 300 cities around the world. EDIFICE can also simultaneously display different times in two cities, which differentiates it from typical analog watches.

We will promote these flagship models at international hub airports and in inflight magazines to appeal to globetrotting businesspeople. We will further increase sales and profitability in the timepiece business by expanding sales of high-end products.

