

# Offering Products that Reflect Diverse Lifestyles and Cultures

In its effort to cultivate high-growth emerging markets, Casio is very intentional about developing products that suit the lifestyles and cultures of various countries and regions.

## A Global Company Aiming to Capture Growth Markets

Casio offers digital products that meet universal needs and wants—for things like calculating, keeping time, making music, and creating images. This is why Casio products are loved all around the world. However, as culture and customs differ in the various regions and countries of the globe, products need to be tailored to these differences. By carefully responding to these regional needs, Casio is aiming to provide products that will be used by even more people, while strengthening its competitiveness in global markets.

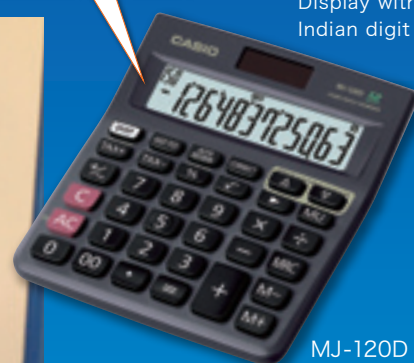


### India

## First in the Industry to Offer Indian Digit Grouping



Display with Indian digit grouping



MJ-120D

◀ As many stores in India use calculators instead of cash registers, a calculator that displays numbers the way local people are used to seeing them is very handy.

## Calculator with Indian Digit Grouping

Although inserting a punctuation mark after every third digit is the standard way to write long numbers internationally, in India, a comma is usually inserted after the thousand position, and then after every subsequent two digits (i.e. hundred thousand, ten million, etc.). Casio was the first company to introduce a calculator that

adopts this regional custom. The calculator was developed based on the idea of Casio staff in India, and consumer appreciation of the product is steadily growing. Of course, the calculator can also display the regular three-digit grouping for numbers. Casio excels at providing products that are tailored to meet consumer needs.

### China

## An Easier Way to Input Chinese

## Electronic Dictionary with Easy Pinyin Input

The same Chinese syllable can have different meanings depending on one of four distinct pronunciations. Therefore, in order to input Chinese using a keyboard, a combination of Roman letters and tonal marks (a standardized system called pinyin) is used. Usually the tonal marks are input by typing a certain numeral after the syllable. However, Casio has developed an electronic Chinese dictionary that makes tonal mark input much quicker by offering a touch panel for selecting the tone. This product is a result of Casio's continual pursuit of ways to make products easier for consumers to use, and Casio has obtained a patent for this input method.



E-B99

▼ Quick and easy input using a touch panel



### Middle and Near East

## Making It Easier for Middle Eastern Customers to Enjoy Familiar Musical Tones and Rhythms

## Oriental Keyboard

Casio's new Oriental Keyboard has been generating a lot of interest. It features 54 tones and 83 rhythms that are characteristic of the major musical regions of the Middle and Near East, namely, the Arab / Maghreb, Khaleeji, Iran, and Oriental regions. With the touch of a button, the keyboard pitch can be lowered one-quarter tone, for a sound not used in Western music. Furthermore, the keyboard can reproduce the sounds of distinctive Middle Eastern instruments such as the oud and kanoon. This gives Middle Eastern musicians access to familiar traditional tones in an easy to use digital keyboard.

◀ With a compact design, it is portable enough to be taken anywhere people want to enjoy Middle Eastern music.



AT-3

Regions of Distinct Musical Culture in the Middle and Near East

