

Communication to Foster Shared Awareness

Casio utilizes various forms of communication in order to help customers understand the new value that the company provides through its products.

1 Shock the World

Casio conveys the “toughness” that is the essence of G-SHOCK to young people using fashion, music, sports, and art. After the success of the “Shock the World” event in New York in 2008, the initiative was expanded to various locations around the world, including 19 cities in 2009, and 23 cities in 2010.

G-SHOCK taking the world by storm

“Shock the World” is an opportunity for Casio to communicate the G-SHOCK message directly to consumers, and has been very successful in various locations around the world. The aim is to give the brand a bigger stage and immerse the public in the G-SHOCK brand worldview.

The world-tour format of the events is a concept befitting the G-SHOCK brand, which is loved around the globe. The events emphasize live communication. By presenting a mix of product information and youth culture, and by inviting various performers such as musicians and dancers, visitors are able to come together and share an experience, unified by the common language that is G-SHOCK.



A M E R I C A



E U R O P E



A S I A

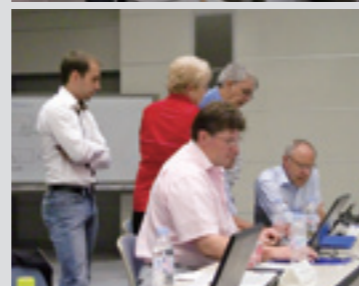


2 Global Teachers Meeting

In late August 2010, Casio invited mathematics teachers from North America, Europe and Australia to its Tokyo headquarters. The teachers took part in a meeting on the topic of effective education using color graphing scientific calculators. They discussed ways to make scientific calculators even more useful in the classroom.

Joining with teachers to consider new ways to use scientific calculators

In North America and Europe, scientific calculators are widely used in mathematics classrooms. As the top calculator manufacturer, Casio is actively working to develop products that are useful for education, such as graphing scientific calculators equipped with high resolution color screens, in order to meet the needs and expectations of classrooms worldwide. As part of these efforts, Casio places emphasis on communication with teachers, who are the ones actually in the classroom using scientific calculators. By exchanging opinions, the company teams up with educators to think of ways to make calculators easier to use as a teaching tool.



3 Musical instrument contest in China

The Soong Ching Ling Foundation is a Chinese public institution engaged in international exchange and philanthropy. In 1986, the Foundation held its first nationwide keyboard competition in China. The competition has been held every other year since that time. Casio began supporting the event in 1988, and became the event organizer last year, the 13th year of the competition.

Contest conveys the fun of music

People enjoy playing instruments in various ways, but performing for others helps to promote proficiency and increases satisfaction. Instead of just supplying products to the market, providing opportunities for musicians to perform in public is an important way to communicate the enjoyment of music. Casio supports a nationwide keyboard contest in China. In August 2010, children selected from among 7,000 applicants from across China gathered in the city of Guilin for the competition. There they impressed the audience with their fantastic performances.

