

A Growing Global Brand

Casio began exporting its products from Japan in the 1960s. Today, the company has suppliers and customers all over the world. Building upon the Casio brand and its high name recognition, the company has expanded into many areas of the world with useful products for people's lives.

A Recognized Brand, Trusted Worldwide

Casio has secured and is protecting the trademark rights for its product brands in 193 countries and regions worldwide. In a brand survey* conducted in seven countries (Japan, U.S., Germany, Russia, China, India, and Brazil), at least 94% of respondents in these countries recognized the Casio name, and the average recall rate was over 96.9%.

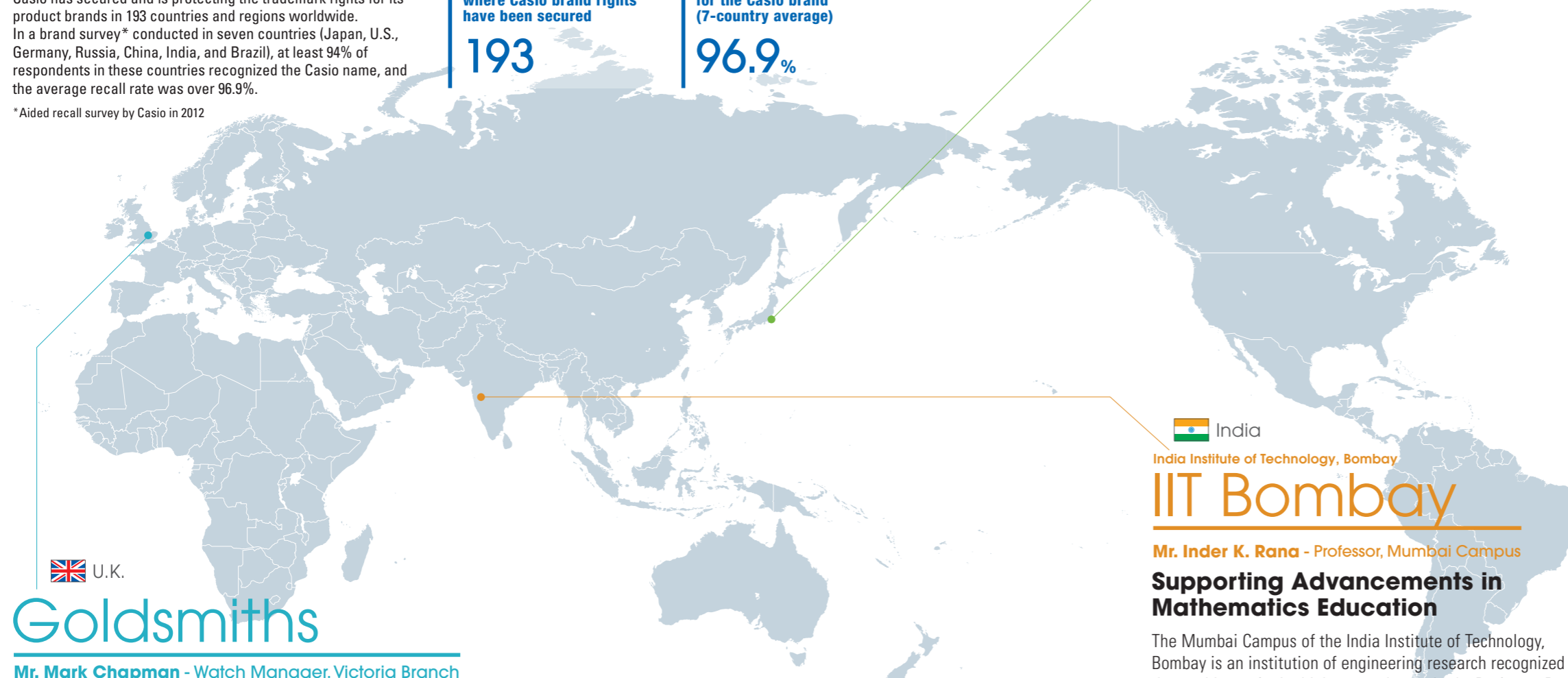
*Aided recall survey by Casio in 2012

Countries and regions where Casio brand rights have been secured

193

Consumer recall rate for the Casio brand (7-country average)

96.9%



National Museum of Emerging Science and Innovation

Miraikan

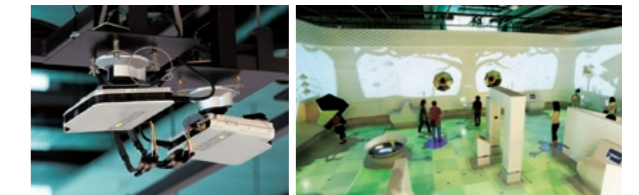
Mr. Makoto Seguchi - Exhibition Development Division, Department of Museum Operations

Japan



Creating a Totally New Experience for Visitors

Located in Tokyo, the Miraikan is a science museum that offers visitors the opportunity to experience advanced science and technology in a fun environment. The museum's permanent exhibit, *Songs of Anagura*, offers an interactive experience based on the theme of spatial information science. It uses sensors that detect visitors' movements and biometrics to create video and song. "The exhibit uses 24 projectors to project the video, and changing the lamps on projectors is a great deal of work. By introducing Casio projectors that utilize an LED-laser hybrid light source that achieves both bright projection and long life, we took care of both operational and cost issues," explains Mr. Seguchi. "I hope to see Casio, a company that is always looking to create new value like the science and technology displayed at our museum, come up with further innovations in the area of projectors."



India

India Institute of Technology, Bombay

IIT Bombay

Mr. Inder K. Rana - Professor, Mumbai Campus

Supporting Advancements in Mathematics Education

The Mumbai Campus of the India Institute of Technology, Bombay is an institution of engineering research recognized the world over for its high research standards. Professor Rana, who teaches mathematics, is an enthusiastic proponent of using Casio scientific calculators in the undergraduate and grad school classes that he teaches. "This calculator is convenient to handle and has lots of mathematical functions, and it is also easy to use. It allows us to visualize the mathematical concepts we are using. So it helps students better understand what they are learning," says Prof. Rana. Through the "Continuing Education Program" of IIT Bombay, Prof. Rana is implementing "Professional Development & Technology Orientation" workshops for school teachers. Prof. Rana explains, "In these workshops, I also teach school teachers how to use Casio calculators. I believe they are helping advance mathematics education in India."



U.K. Goldsmiths

Mr. Mark Chapman - Watch Manager, Victoria Branch

G-SHOCK Attracts Customers with Active Lifestyles

Goldsmiths is a high-end chain of jewelry stores with 117 branches throughout the UK and a history of more than 230 years. The Victoria branch in London features G-SHOCK prominently among its line of Casio watches on display. "Casio has a strong image with a solid history behind it. Everyone has heard of the name Casio and has owned a Casio watch or other product that Casio manufactures," says Mr. Mark Chapman, the Victoria branch watch manager. He gives high marks to the accuracy of G-SHOCK under all conditions and its durability in the face of the most punishing activity. "Our most active customers like all of the innovative functions and the flexibility of G-SHOCK brand watches. Anyone, no matter who they are, can find a watch in the line that suits them perfectly."

