



**Believe in the**

**Possibilities**

**We are all full of possibilities.  
Just start with an idea, and create something  
where there was nothing before.  
Be creative, and you'll surely make a difference to  
someone.**

**Believe in the possibilities.  
Explore your future and cross new horizons.  
Express yourself and keep growing and changing.  
Realize all of your potential.**

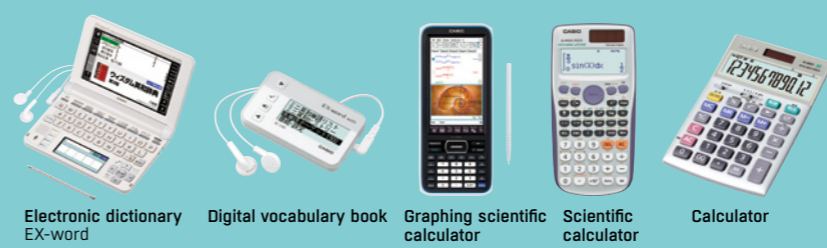
**This is the quest of the mind, the ultimate challenge.  
Casio will be there to support your creativity  
with highly original products and services.**

#### **Contents**

- 3 Education
- 5 Information
- 7 Expression
- 9 Management
- 11 Value Provided by Casio
- 13 Development
- 15 Technology
- 17 Quality Policy
- 19 Environmental Performance
- 21 Communication
- 23 History of Casio
- 24 Corporate Overview
- 25 Philosophy
- 26 Message from the President



*Learn a lot, learn to think.  
Let's chart all the different  
possibilities for our future.  
If we can imagine it,  
we can make it happen.*



Electronic dictionary EX-word    Digital vocabulary book    Graphing scientific calculator    Scientific calculator    Calculator

Full of passion for discovering new things, people improve themselves by obtaining new knowledge. In schools, homes, and businesses, Casio supports human learning with products such as electronic dictionaries and calculators.

*Move into action with essential information. Pioneer new frontiers and stay on top of ever-changing situations to anticipate the future.*



Shock-resistant watch  
G-SHOCK



Tough watch for women  
BABY-G

Radio-controlled solar-powered chronograph  
OCEANUS



Multi-functional chronograph  
EDIFICE



Underwater two-way radio  
Logosease



Metal watch for women  
SHEEN



Outdoor watch  
PRO TREK

Accurate timekeeping provides information essential to daily life, while conversation is an important means of communication. Casio meets needs in both areas by developing watches and communication devices that take people further than ever before.





*Self-expression  
isn't difficult.  
Just freely express every  
inspiration, every heartbeat.*



Digital camera  
HIGH SPEED EXILIM



Free-style camera  
EXILIM TR



Electronic piano  
Privia



Electronic keyboard



Stamp maker  
pomrie



Label printer

One person may want to play gracefully like a professional musician. Another might want to beautifully capture an astounding moment like a professional photographer. Casio aims to support each user's wishes by creating all new functions for electronic instruments and digital cameras.

*Manage vast amounts of information and create new value for business innovation. Everything it takes to get to the next level.*



Applying information technology to the frontlines of business not only streamlines operations, but also enables rapid and flexible response. Casio provides support for strategic management by offering a wide range of solutions using its information systems and devices.

## Learning and acquiring knowledge

Casio offers a variety of product lines to support learning in many places including schools, research centers, offices, and homes. The Indian Institute of Technology is an international engineering research institute that utilizes Casio's scientific calculators. Used for classes and teacher training, they are able to display formulas and mathematical symbols just as they appear in textbooks.

Electronic dictionaries  
Calculators



Inder K. Rana, Professor, Indian Institute of Technology, Bombay

## Being creative and enjoying self-expression

The extensive lineup of electronic musical instruments Casio offers meets the needs of everyone from beginners to professionals. Casio stage pianos leverage advanced digital technology, and support the creative and performance activities of top keyboardists in the U.S.

Digital cameras  
Electronic musical instruments  
Label printers  
Stamp makers



Steve Weingart, professional musician

# Supporting People's Intellectual Creativity

## Value Provided by Casio

Casio businesses all aim to provide new value in the area of intellectual creative activity. The products created with this approach are used in many different situations around the world, supporting learning, expression, and management efficiency.

## Wearing information

The rich features available in Casio's watches help expand the user's freedom for outdoor activities. In the world of surfing, people are always searching for the best waves. The durable and waterproof G-SHOCK is equipped with a tide graph function, and is used by some of the world's top surfers.

Timepieces  
Underwater two-way radios



Yadin Nicol, professional surfer

## Supporting management

Systems equipment supports strategic management by facilitating efficient networks. The Polish regional rail service connects the provincial cities of the far west with the capital, Warsaw. Casio's handheld terminals are used to issue tickets and check timetables, helping to improve operational efficiency as well as level of service.

Handheld terminals  
Business support tablet terminals  
Electronic cash registers  
Data projectors  
Page printers  
System solution  
Molds  
Shopfront promotion tools

