

# Products and Services

Casio provides products and services for consumers that foster intellectually stimulating and comfortable lifestyles, while also offering products and services for professionals that increase business creativity and productivity.

\* The products and services presented here are based on business composition as of June 2011.



## FOR CONSUMERS

### Timepieces

Casio provides highly appealing timepieces under the G-Shock, Oceanus, Protrek, and other brands. Casio's timepiece product development and marketing approach are unique, driven by advanced electronic technologies, such as a solar-powered radio-controlled function that can receive standard time signals from six radio towers worldwide. In 2009, Casio surpassed the 50-million mark for G-Shock watches sold. Casio has the top share of the global market for radio-controlled watches (Casio survey).



GW-9300



Baby-G  
BGA-131



SHEEN  
SHE-7506



OCEANUS  
OCW-T1000



EDIFICE  
EQW-M1100



PRO TREK  
PRW-2000



EX-TR100



EX-ZR100



EX-H20G

### Digital Cameras

Casio digital cameras deliver outstanding performance in fundamentals like image quality and battery life, but that's not all. They also offer people entirely new ways to do digital photography made possible by Casio's high-speed image processing technology and ultra high-speed burst shooting, and a revolutionary function for creating composite moving images right on the camera. Casio is constantly redefining what the digital camera can do.

▶ See pages 9-10 for information on Imaging Square, an online service driven by Casio's powerful digital camera technologies.

### EX-word



XD-B4800

XD-B10000

### Electronic Dictionaries

At over 50%, Casio has the top share of the electronic dictionary market in Japan (according to a 2010 GfK Japan survey). The company offers a full lineup of products for diverse customer segments including high school students, foreign language learners, and businesspeople. While delivering ease of use through intuitive touch-panel operations and easy-view color screens, Casio's electronic dictionaries appeal to the universal desire to learn and are packed with all the resources people need to get the job done.

### Calculators

Casio also commands the largest portion of the calculator market in Japan, with a share of over 50% (according to a 2010 GfK Japan survey). The company has sold over 1 billion units worldwide. The diverse lineup of models ranges from practical business calculators that meet the needs of accounting and finance experts, to scientific calculators that are useful for mathematics education. Casio calculators are popular worldwide thanks to their convenient functions and superior quality.



### Label printers and photo printers

Casio products meet a diverse range of printing needs from the home to the office. Casio's unique label printers and photo printers can be used as stationery tools. The Name Land conveniently prints beautiful labels, and the Purinsharu prepares and prints custom postcards without a computer.



### Cellular phones

Casio develops innovative cellular phones for the Japanese and US markets. Casio's cellular phones make the most of toughness technologies from the company's other waterproof and shock-resistant products and offer advanced camera performance based on Casio's work with the Exilim digital camera.

\*The cellular phone business is operated by NEC Casio Mobile Communications, Ltd.



### Electronic musical instruments

Casio aims to make the joy of music accessible to as many people as possible by providing a diverse lineup of instruments. Casio offers electric pianos with the beautiful sound and rich power of expression of a grand piano, as well as high-grade keyboards that offer the enjoyment of making.



## FOR PROFESSIONALS

### Handheld terminals

Casio is bringing the benefits of IT to a variety of different industries with its extensive lineup of durable, intuitive handheld terminals. These range from communication terminals for improving retail customer service, to handheld terminals for logistics that have special features for people working up high in a warehouse.



### Data projectors

All Casio's data projectors are equipped with its original Laser & LED Hybrid Light Source. This technology offers high brightness without using a lamp containing mercury, which is hazardous to the environment. These advanced, next-generation projectors have been well received by many kinds of users.



### Page printers

Casio's page printers are both environmentally friendly and economical, leveraging a unique, all-in-one system that includes the main printer unit, the toner and the printing software. Casio was the first in the industry to offer toner featuring a carbon offset, and also provides free printing tools to help users save paper. Users appreciate all these advanced features.



### Electronic cash registers

Casio has the largest share of the electronic cash register market in Japan (according to a 2010 RJC Research survey), thanks to an extensive offering of functions and uses. With the 2007 development of the Net Register service, which enables users to perform sales tracking and management over an Internet connection, Casio cash registers are popular with restaurants and retailers.



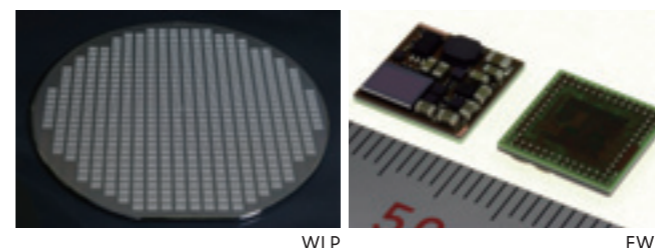
### System Solutions

Casio Information Systems develops specialized systems for various industries, business types, and operations. One such system solution is Rakuichi, which provides support for sales management, accounting, and payroll operations at small and medium-size companies. Casio Human Systems offers the ADPS Personnel System and other tools to support the effective use of human resources.



### Electronic components

Casio Micronics is engaged in consignment production of cutting-edge semiconductor packages (WLP), which are used in many devices including smartphones. Kofu Casio manufactures electronic components such as small and medium-sized STN/TN LCDs.



### Molds and plastic molding

Utilizing the molding technologies it has developed for making Casio products, Yamagata Casio is engaged in consignment production of molds, and the molding of plastic parts for cellular phones and electronic components in automobiles.

