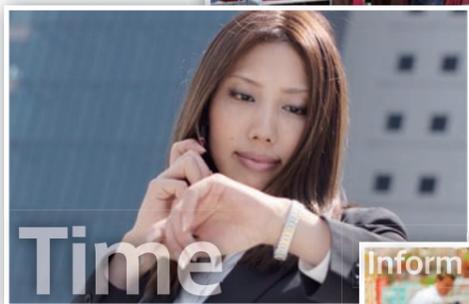
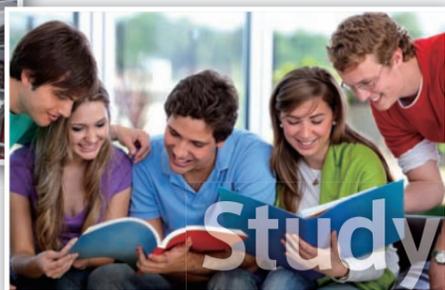




Providing Solutions for Every Situation Where People Need to Think Creatively

From personal life to the frontlines of business—human intellectual creativity has never been more valuable or wide-reaching in its impact. Casio's goal is to help customers develop their creative abilities and create new value, by providing the kind of unique products and services that only Casio can provide.



Educate



Electronic Dictionaries



Calculators



Label Printers



Photo Printers

▶ P. 07

Time



Wrist Watches



Clocks

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Express



Digital Cameras



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Electronic Musical Instruments

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Manage



Handheld Terminals



Page Printers



Electronic Cash Registers



Data Projectors



System Solutions



Molds

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Focusing on Education Today to Support the Future

- Electronic Dictionaries
- Calculators
- Label Printers
- Photo Printers

Making Education Better: Innovative Products and Creative Initiatives

The calculator is loved by people around the world as a personal tool that supports their daily intellectual activities. A pioneer in this field, Casio has provided more than one billion calculators over the years. Casio offers several types of calculators to promote mathematics education, including school calculators that are easy to use and make teaching easy, as well as scientific calculators for advanced users, and graphing scientific calculators that display charts and graphs in vivid color.

Going beyond just creating the products themselves, Casio hosts Global Teachers Meetings that foster discussion about scientific calculators. This initiative brings mathematics educators from around the world together to share their experiences with scientific calculators in the classroom. Learning from one another, they compare notes, for instance, about the educational benefits of using color graphing scientific calculators. This information is compiled by Casio and fed into the product development process to create calculators that are even more useful to teachers and their students.

Casio is not only determined to

keep providing new product features, but also to continue to propose new educational uses for calculators to support the advancement of mathematics education.

Helping to Foster the Love of Learning

Casio is helping students with intellectual curiosity to set their sights high and learn efficiently by providing advanced product features that make the most of its unique technologies.

Using Picture Plot on a Casio graphing calculator, points can be plotted on photos or illustrations to

graphically express the movement of an object. The user can derive a function graph that matches an image while comparing it with regression calculation results. When used like this to analyze familiar events in daily life, the calculator increases interest in learning, and promotes deeper understanding.

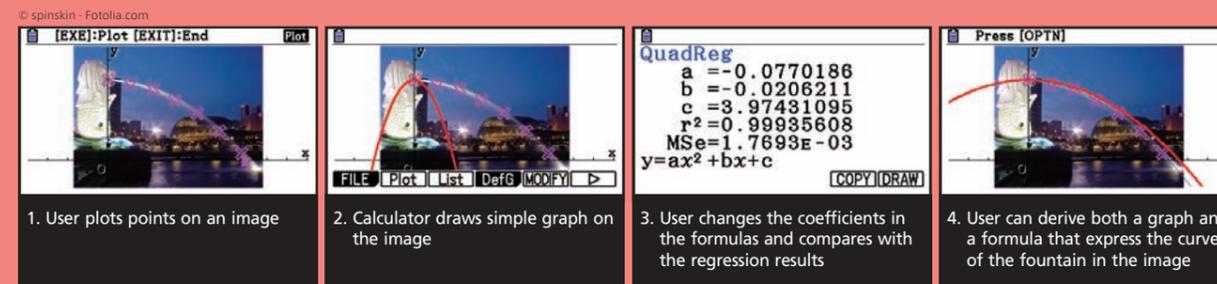
Casio commands the largest* share of the Japanese market for electronic dictionaries, with a share of over 50%. The company is aggressively improving

the ease of use of these devices by adopting intuitive touch screens, and easy-to-read color displays. The company has also incorporated a Native Pronunciation feature that makes use of advanced audio technology optimized for language learning. With recordings of native English pronunciations of about 100,000 words, Casio electronic dictionaries offer features that help users not only to read and write, but also to listen and speak the

language. Each device holds many dictionaries and also contains other high-quality content from various publishers such as study guides and even a home medical guide.

By providing even greater value in calculators and electronic dictionaries than people expect, Casio is fostering the love of learning, not just in school, but in everyday life.

*According to a 2011 GfK Japan survey



Picture Plot: Enabling regression calculation and graphing of various events, all on the graphing calculator screen

- 1 EX-word electronic dictionary (XD-D10000) has extensive content for professionals including researchers, translators, and academic experts
- 2 EX-word compact electronic dictionary (XD-C500) includes 50 diverse volumes of content
- 3 EX-word electronic dictionary (E-D99) helps Chinese high-school students learn English
- 4 Heavy Duty Calculator (JS-20DT) offers ease of use and quality
- 5 Twin LCD calculator (JV-220W) displays calculation and screen memory on separate screens
- 6 Graphing scientific calculator (fx-CG20) applies various functions using an advanced graphing feature
- 7 Scientific calculator (fx-993ES) features natural mathematical display that can show fractions, formulas and symbols such as $\sqrt{\quad}$, just like in a textbook
- 8 NAME LAND label printer (KL-G1) is easy to use in offices and homes
- 9 memopri label printer (MEP-T10) can output handwritten notes as labels
- 10 Purinsharu postcard and photo printer (PCP-2000) boasts a large 8" color LCD for ease of viewing





Reliable Companions Deliver Accurate Information Anywhere

- Wrist Watches
- Clocks

Providing Much More Value Than Just the Right Time

People act based on plans. Timekeeping capabilities represent a type of social infrastructure that is essential to daily life. With punctuality so important, the primary requirement for a timepiece is always to show the correct time. Casio seeks to go beyond this by providing a variety of other useful kinds of information, striving to create watches ready to support their owners as they expand their horizons and enjoy life more. Casio's timepiece concept is "Moving Time Forward," which means constantly pushing the

envelope on what timekeeping and timepieces can do for people. Making full use of electronics, Casio seeks to provide added value by equipping its watches to provide the many kinds of data needed by people on the go.

Casio's latest experiment with this concept has enabled some of its watch models to link with smartphones. Using a wireless connection based on Bluetooth® v4.0 technology, these watches enable wearers to get notification of a phone call or email arrival on their watches and can also perform interactive communication and operation between the devices.

Casio currently has six flagship watch brands—G-SHOCK, Baby-G, OCEANUS, EDIFICE, SHEEN, and PRO TREK—sold around the world. As a regular exhibitor at BASELWORLD, the world's largest international watch and jewelry trade show, Casio is actively implementing its global marketing strategy.

Innovation Driven by Electronics and Commitment to Toughness

Casio has developed its watches based on the qualities of "electronic," "advanced," and "youthful," as op-

posed to the traits of "mechanical," "traditional," and "handcrafted" pursued by fine jewelry watches. One of the results is the Smart Access feature, Casio's own technology for usability. This feature enables a wealth of information to be provided based on the independent movement of the watch's hands. Moreover, with just a touch of the crown button, functions can be operated smoothly and easily.

Of course, it is pointless to offer advanced functions and simple operation unless the product can be used in any situation. Consequently, Casio has continued to work on the development of products with tough construction, typified by its G-SHOCK watches. The resistance of the robust watchcase to drops or vibration helps owners to access information with confidence and ease no matter where they are.

Casio technologies are "Moving Time Forward."



BASELWORLD 2012: About 1,800 companies gathered in Basel, Switzerland to showcase their latest products and technologies. Casio promoted its newest watches, with a focus on Smart Access.

G-SHOCK watches are built with tough, shock-resistant construction (1 GW-A1000, 2 GLX-150) G-SHOCK with Bluetooth® v4.0 technology for linking with a smartphone (3 GB-6900) OCEANUS solar-powered, radio-controlled watch exudes high quality and functional beauty (4 OCW-S2000) EDIFICE metal analog watch expresses dynamism and energy (5 EQW-A1100DB) Elegant SHEEN metal watch for women (6 SHW-1503D) Tough Baby-G watches for women offer functionality and fashion appeal (7 BGA-152, 8 BGA-160, 9 BLX-5600) PRO TREK watches for outdoor activities are equipped with various sensors (10 PRX-7000T) PHYS watch for runners can measure lap times (11 STW-1000) Interior clock also displays the temperature and humidity (12 ICL-700J)





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Expanding the Joy of Creativity and Self-Expression

- Digital Cameras
- Online Service
- Electronic Musical Instruments



Capturing the Beauty of a Moment and Creating Artworks for Self-Expression

Casio uses its digital technologies to spark people's creativity and supports their efforts to freely express themselves. For instance, Casio's ultra high-speed burst shooting and high-speed image processing technologies enable people to capture vivid images of a world that cannot even be seen by the naked eye. The company's exceptional high-speed technologies give Casio's cameras advanced functions such as the stress-free Rapid Shutter, and Super Resolution Zoom, which combines

multiple high-speed images to sharpen the clarity of images of distant subjects. These features enable Casio cameras to quickly capture the subject in any situation and convert it to a beautiful visual expression. HS Night Shot merges images taken with high-speed burst shooting to produce bright, sharply focused shots of scenes that appear dark to the naked eye, without using a flash. Casio's digital technologies meet the diverse needs of camera users.

By further advancing these technologies, Casio is enabling users to share the joy of expression with other people. Casio Imaging Square is an online service that lets anyone easily create their

own artworks by digitally applying various artistic effects to photos they have taken. The joy of expression grows when people share the works of art they have created and share feedback and evaluations with each other.

Getting Ever Closer to Authentic Sound and Performance Experiences

Casio has introduced numerous electronic musical instruments, driven by the belief that as many people as possible should get to experience the fun of playing music. While continually embracing the challenge of innovating in the field of sound technology, Casio has developed functions that allow even beginners to discover the joy of musical performance.

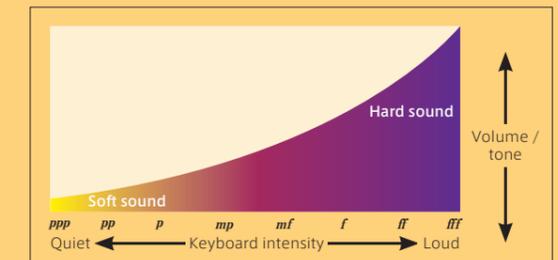
Casio puts its digital technology to good use to recreate the subtle nuances of acoustic instrument sounds

precisely. Just like an acoustic piano, the Casio digital piano seamlessly and smoothly changes the sound intensity according to the degree of finger pressure on the keys. Furthermore, with a keyboard that offers both dependable play response and a silky feel, the Casio digital piano enables expressive performance approximating that of a grand piano. Meanwhile, some Casio electronic keyboards offer Lighting Keys that gently prompt the player's fingering by illuminating the keys to be played. Functions like these provide a wonderful performance experience for electronic musical instrument users.

For its synthesizers, Casio has continued to pursue its own sound rooted in digital technology. The XW series of

synthesizers feature Casio's new Hybrid Processing sound source for yet another advancement in sound technology. The powerful, unique sound of a Casio XW is unmistakable.

Casio wants to help as many people as possible to experience the joy of playing music. That's what drives the constant innovation of the Casio Sound.



The sound source technology in Casio's digital piano offers smooth, seamless sound change, based on Casio's own Morphing Technology and filter circuits.

Casio High Speed Technology: Catching the decisive moment with high-speed burst shooting that far outperforms any SLR camera.

- 1 Flagship EXILIM model (EX-ZR300) delivers high-speed shooting and high-speed image processing 2 Compact EXILIM digital camera (EX-ZR20) with HS Night Shot captures bright images in the dark without using a flash 3 EXILIM digital camera (EX-ZS150) has a wide-angle 24-mm lens equivalent to 35-mm film 4 EXILIM digital camera (EX-TR150) enables users to enjoy shooting from various angles with a swiveling LCD and a freely rotating frame 5 Imaging Square is an online service that enables users to create fantastic works of art from their photos using various kinds of image processing. No special knowledge or skills needed. 6 Groove Synthesizer (XW-G1) is packed with a wealth of functions and sounds for playing club music 7 Stylish Privia digital piano (PX-735) replicates the keyboard feel and sound of a grand piano 8 Key Lighting Keyboard (LK-211) lets beginners enjoy a variety of pre-programmed instructional pieces by following illuminated keys 9 High-Grade Keyboard (CTK-7200) enables advanced music production all in one unit



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Connecting Business Organizations Organically to Accelerate Success

- Handheld Terminals
- Page Printers
- Electronic Cash Registers
- Data Projectors
- System Solutions
- Molds

Supporting the Corporate Frontlines with Efficient Business Products

Going beyond its support for intellectual creativity in people's personal lives, Casio has developed and provides a wide range of tools for use on the frontlines of business: in offices, stores and warehouses. In addition to increasing the efficiency of operations in various kinds of workplaces, these products provide support for the intellectually creative tasks involved in managing advanced organizations.

Take Casio's compact communication terminals equipped with wireless

networking capabilities, for example. These products enable sales staff helping customers in retail stores to rapidly confirm inventory and immediately re-order products when inventory is low, as well as to exchange information with headquarters. With products like these, Casio seeks to support businesses by facilitating better communication between management and the frontlines.

Casio's page printers offer both environmental and cost performance, in addition to quickly producing beautiful printouts. By providing the industry's first printer toner with carbon offset, and printing tools to



Compact communication terminals: Focusing on communication between in-store sales staff and customers, as well as with headquarters; helping to streamline business processes and improve management efficiency (adopted by the Uniqlo business of Fast Retailing Co., Ltd.).

support cost and paper saving, Casio offers product specifications that can reduce costs while still meeting the latest printing needs of companies.

Casio is using its digital technologies to elevate the original roles of its products to even higher levels, thereby supporting the creative process in the business environment.

Solving Management Issues by Making Technology Responsive to People

The tough design technology that Casio has developed for consumer products is also built into its business tools. Casio handheld terminals are designed to withstand being dropped from a height, and some models can even survive a fall of three meters. They also provide superior levels of water- and dust-resistance, ready for dusty locations, wet weather conditions, low-temperature warehouses,

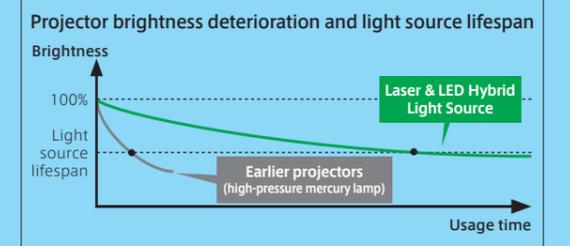
and other extreme operating environments.

Casio practices universal design, aiming to ensure that people of any age, gender, or ability can use its products safely and comfortably. Seeking to further improve ease of use for its handheld terminals, for instance, Casio incorporated feedback from a wide range of users in various locations into the basic design. The result delivers easier scanning, more comfortable portability, and simpler keypad operation.

Casio's environmentally friendly projectors are all equipped with its revolutionary new Laser & LED Hybrid Light Source. Vastly improving on the conventional mercury lamp, Casio's light source lasts for approximately 20,000

hours, and has greatly reduced the time and cost involved in lamp replacement. It has earned high praise from all quarters.

Casio is convinced that the best way to support its customer's businesses is to start by thinking about the people who will actually use its products. Each and every product represents a Casio answer to a problem that companies face.



Featuring a light source that lasts about ten times longer than the high-pressure mercury lamp in a previous Casio projector model. Due to its slower brightness deterioration, the projected image remains sharp for a long time.



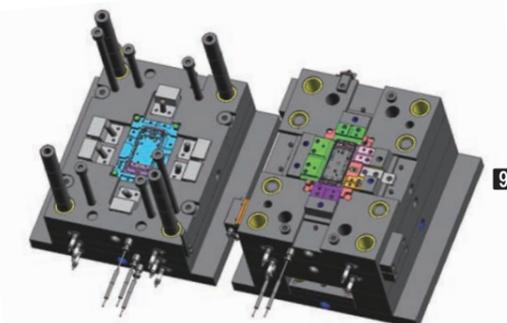
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