TOURNEAU

Tourneau TimeMachine
12 East 57th Street New York, NY 10022

Providing brands that match customer values

The Tourneau luxury watch retailer was founded in 1900, and it has 38 locations across the U.S. Tourneau TimeMachine, its flagship shop, was opened in New York in 1997. Among the collections that the store carries is the Casio brand.

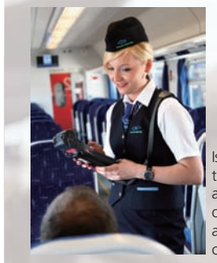
Working at this New York location, Ms. Ho explained, "While customers look for various things in a watch, such as fashion appeal, sporty function, or a classic look, the Casio lineup provides a selection that meets diverse customer needs." The best-selling Casio product in the shop is the G-SHOCK Aviator series. "Many customers that choose Casio are well aware of the value that the brand provides. They consider whether a watch is offering what they are looking for in a timepiece, and if they are satisfied, they will purchase it. Such customers value Casio watches highly."

Displaying Casio products in cutting-edge watch category at the store.Many young people buy them as gifts.

Assistant Store Director
Ms. Maria Ho

Improving Service through Onboard Ticket Sales

When you ride the Polish Regional Railways, you'll notice the conductor walking through the cars with a black terminal in one hand. She's holding a Casio-made information device called a handheld terminal. Working on trains from the capital Warsaw to the westernmost city of Szczecin, a conductor, Ms. Chojnacka, stated, "This terminal has greatly expanded the services we can offer passengers on board." With the handheld terminal, the conductor can issue tickets and confirm timetables. Previously, passengers needed to line up at the station ticket window, but now they can quickly buy a ticket after getting on the train. "Since I can instantly access train connection information, I can assist busy passengers to purchase the most advantageous ticket." The route is used by many students, commuters and business customers. Casio's handheld terminal is contributing to the improvement of both operational efficiency and service quality.



Issuing a ticket on the train. The conductor can also scan the barcode of a ticket purchased by a customer online and check it on the spot.

Conductor
Przewozy Regionale sp. z.o.o.
Ms. Alicja Chojnacka

Polish Regional Railways

Warsaw East Railway Station

Providing Customers with New Value Only Casio Technologies Can Deliver

Contributing to Discovery and Fascination

Science Center NEMO was opened by Queen Beatrix in 1997, and it is the largest science museum in the Netherlands. It allows visitors to learn about science and technology in a fun way. The museum's unique and varied exhibits, videos, and workshops are designed to stimulate the five senses. Casio projectors provide the kind of technical support the museum needs to captivate visitors and allow them to make new discoveries. Mr. Jouke Konijn, NEMO Facilities Manager, explained, "Since the lifespan of a Casio projector light source is very long, it has saved us a lot of the time and costs involved in the maintenance of them. We can therefore take more time to enhance the other exhibitions."

About 30 Casio projectors are operating in the museum.Providing reliable presentations using long-life high-brightness technology.

Facilities Manager
Mr. Jouke Konijn

NEMO

Science Center NEMO
Oosterdok 2
1011 VX Amsterdam