

Connect with Value

Supporting People's Intellectual Creativity

Learning, discovering, expressing, and managing... daily life involves a series of intellectually creative activities. If human potential in these areas could be heightened, the world would surely become an even better place. Casio aims to produce new value by supporting the potential of human thinking. The company will continue to make the most of its powerful digital technologies to provide highly original products and services.

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Learning and Acquiring Knowledge



Wearing Information



Being Creative and Enjoying Self-Expression



Supporting Management



Learning and Acquiring Knowledge

Human growth is driven by curiosity and a desire to acquire new knowledge. Casio supports the human longing to learn by providing products that help people study languages and mathematics more efficiently. With a wealth of high-quality content, Casio electronic dictionaries make it easy for people to access the information they need at school, at home, or in the office. Casio also offers scientific calculators to foster better understanding of various phenomena with sophisticated formulas. Casio never stops seeking to satisfy intellectual curiosity.



fx-CG20
Graphing calculator that can perform regression calculation and graphing

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EX-word E-E99
Electronic dictionary with content designed for high school students in China



fx-991ES PLUS
Scientific calculator with natural mathematical display that looks just like the formulas in a textbook



MS-20NC
Calculator with a large, easy-to-read display and a colorful, friendly design



Labemo MEP-K10
Label printer with keyboard that prints memos on sticky tape that can be removed and reattached



KL-820
Label printer with a large display that can print on wide-format tape

Technology Special Algorithms Enable Calculation of Sixth-Degree Equations with High Accuracy

Using calculation to solve equations is one of the fundamental methods of mathematics. Some are simpler than others. For example, the quadratic equation, $X^2 - 2X - 3 = 0$, has two solutions: $X = -1$ and $X = 3$. This can be figured out with a simple, well-known method, but for quartic (fourth degree) or higher-degree equations, complicated calculations are required to find the solutions.

Casio graphing calculators can find high-accuracy solutions to sextic (sixth degree) equations such as $X^6 - 6X^4 + 12X^2 - 8 = 0$. When simultaneously calculating multiple solutions where the decimal places continue to infinity, higher accuracy is achieved when all of the solutions can be precisely calculated to a greater number of decimal places. Casio has equipped its graphing calculators with the latest high-degree-equation algorithms. The calculators can find solutions to about 10 digits (maximum number of digits is double conventional model capability) for general quartic to

sextic equations, which are often seen in high school math textbooks. As a result, the ability to determine multiple roots (same value solutions) has also been dramatically improved.

	$x^6 - 6x^4 + 12x^2 - 8 = 0$	
	Regular algorithms	Latest high-degree-equation algorithms
Solutions	1.414216334...	1.414213562...
	1.414216334...	1.414213562... $\rightarrow \sqrt{2}$
	1.414208019...	1.414213562...
	-1.414203867...	-1.414213562... $\rightarrow -\sqrt{2}$
	-1.41421841	-1.414213562...
	-1.41421841	-1.414213562...
	Incorrect values	Correct values

Wearing Information

Timekeeping capabilities represent a type of social infrastructure that is essential to daily life. And conversation is an important means of communication to express personal intentions. Casio meets needs in both areas by developing new products that people can use in many different situations in daily life to get or share information. In addition to providing the correct time, Casio watches can expand a person's horizons by providing other information such as compass direction. Similarly, Casio communication tools add value by expanding the frontiers of conversation, for instance by allowing scuba divers to share their excitement underwater.



G-SHOCK
GW-A1100

A shock-resistant watch that withstands vibration and centrifugal gravitational force while providing compass bearings



G-SHOCK
GB-6900AA/GB-6900AB

Shock-resistant watch that connects to an iPhone or Android smartphone



Baby-G
BGA-170

Tough watch for women with delightful multi-dimensional numerals that illuminate



OCEANUS
OCW-S2400

Radio-controlled solar-powered chronograph with outstanding usability



SHEEN
SHW-1507SG

Metal watch for women allowing easy time adjustment to different cities around the world



PRO TREK
PRW-3000

Outdoor watch enabling highly accurate compass bearing, altitude/atmospheric pressure, and temperature readings

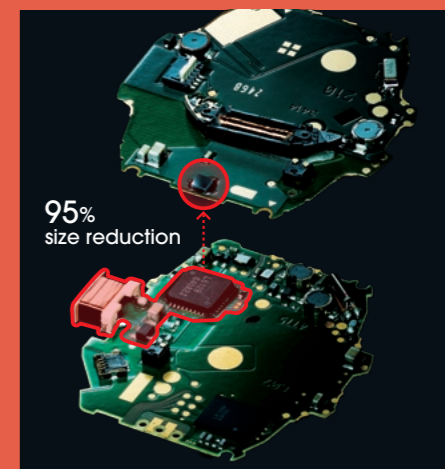
Logosease
LGS-RG004

Dive Transceiver allowing scuba divers to enjoy under-sea communication



► Technology Creating Innovative Sensors Read the Natural Environment

Casio makes the most of electronics to enhance the functionality of its timepieces far beyond the ordinary. For instance, Casio combined its original sensor technologies to create watches that can read out three types of environmental information: compass bearing, air pressure, and temperature. Not only that, the magnetic sensor for taking compass bearings is now 95% smaller and 90% more energy efficient. The accuracy of the sensor to measure air pressure and altitude was also enhanced. The magnetic sensor is now small enough to install easily in analog watches. Casio combines the tiny sensor with its unique Multi Mission Drive, which enables a single hand to display several different kinds of information. This allows, for example, the hands of a Casio watch to display not only standard functions like time, stopwatch, and World Time, but also compass bearings.



95% size reduction

Magnetic sensor now smaller than before

Being Creative and Enjoying Self-Expression

Everyone hopes to achieve self-expression without limitations. That is why Casio works so hard to create products that allow diverse individuals to express themselves without having to acquire special skills. For example, a person might want a camera that lets her capture fleeting, unforgettable moments just like a professional photographer. Someone else might be longing for a piano that makes his performances more elegant, almost like a concert pianist. Casio aims to support every kind of human intellectual creativity.



EXILIM EX-ZR700
Digital camera with an 18X optical zoom and rapid shutter



EXILIM EX-TR350
Freestyle digital camera for taking self-portraits that are even more beautiful

XW-G1
Optimal groove synthesizer for performing club music



LK-127
Electronic keyboard that teaches the user to play with fun key lights



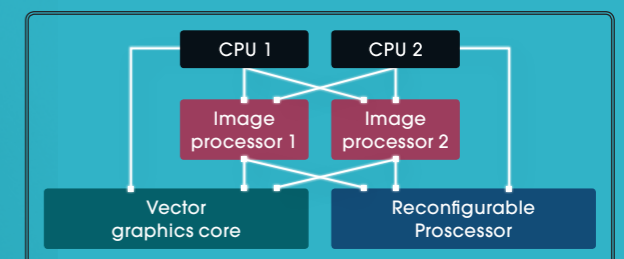
Privia PX-850
Stylish electronic piano that recreates the sound of a grand piano



EXILIM EX-ZR1000
Digital camera that allows photos to be taken quickly and comfortably from various angles

► Technology High-Speed Image Processing Engine Helps Capture Every Photo Opportunity

To help users capture each and every priceless but fleeting photo opportunity, Casio developed the EXILIM Engine HS Ver. 3, complementing its existing high-speed continuous shooting function. This proprietary high-speed image processing engine enables quick and smooth performance of everything from camera startup to focus and image processing. A dual-CPU and two parallel image processors deliver astonishingly fast performance. The various tasks from image capture to image saving are split between the two processors and can be carried out simultaneously. Immediately after an image is captured, one CPU begins processing the image while the other is ready to capture the next shot. With this tireless imaging engine, users enjoy seamless photography even when they press the shutter again and again.



Supporting Management

Streamlining the frontlines of business in offices, stores, and warehouses helps companies raise operational efficiency and strengthen management. Casio offers highly reliable, richly functional terminals that come with solutions that can help build an even more effective business. Casio products and services leverage IT at the sites where business actually happens to enable clients to strategically manage growing operations in diverse industries.



IT-3100
Handheld printer terminal for issuing receipts



Paper Writer V-N500
Business tablet terminal that reads handwritten documents



V-R100
Business support terminal that manages customer, reservation, and sales data



XJ-H1750
High-brightness data projector with a light source life of 20,000 hours



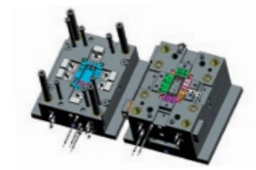
Rakuichi BX550R
Business system solution that supports sales management, accounting and payroll operations at small and medium-sized businesses



IT-300
Compact communication terminal that enables sharing of store information



SPEEDIA GE6000
High-speed, high-durability page printer that lasts 1.5 million pages



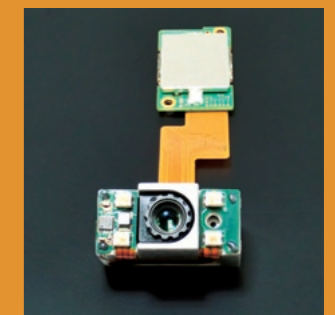
Molds
Metal molds for extremely high-precision plastic molding



CASIO Signage
Highly captivating sales promotion tool for retailers

Technology Rapid Scanning of Bar Codes Regardless of Distance

Teaming with a component manufacturer, Casio developed a business handheld terminal with a compact camera module that uses a high-speed drive for scanning two-dimensional bar codes. Using a liquid lens with no mechanical drive, the module is compact and performs rapid focusing. The terminal offers faster performance by adjusting processing according to distance. This means that bar codes can be scanned quickly and accurately at various distances from the device. Casio developed the technology using its intimate knowledge of the frontline environments where handheld terminals are used.



Camera module with liquid lens