

Building on Its Basic Tenet of Making Contribution to the Society by Creating Innovative Products, Casio Has Endeavored to Build Strong Relationships with Its Stakeholders.

Through Business Activities

1957

Commercial production of the first small purely electric calculator in the world started and Casio Computer Co., Ltd. was founded.



Model 14-A, a Small Purely Electric Calculator

Through Social and environmental Conservation Activities

- 1965 Release of Model 001, the first transistor-based electronic machine.
- 1966 First export of electronic desktop calculators to the overseas market.
- 1970 Listing of Casio stock on the second section of the Tokyo Stock Exchange.
- 1972
 - Release of Casio Mini, the first personal desktop calculator in the world.
 - Transfer of Casio stock to the first section of the Tokyo Stock Exchange.
- 1974 Entry in the wristwatch market with the release of Casiotron, a digital wristwatch.
- 1976 Release of an electronic cash register (ECR).
- 1978 Start of production of liquid crystal panels for watches. Entry in the electronic component industry.
- 1979 Release of Σ-S8700 Series Japanese-language office computers.



Casio Mini



Casiotron

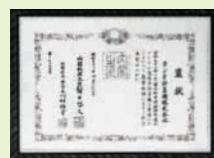
Development of the First Electric Calculator in the World, Formation of Japan's Computer Industry, and Contribution to the Growth of Science and Technology.

1980

- 1964 Adoption of a qualification program that is based on meritocracy. Establishment of an education and training system.
- 1967 Start of a zero defect campaign (NCZD) to promote "Quality-renowned Casio."
- 1969 Formation of Casio Labor Union whose basic credo is "mutual trust and mutual understanding."
- 1971 Establishment of Casio Eight Club to promote amicable relationship with wholesalers all over Japan.
- 1977 Prime minister's commendation letter awarded for the contributions Casio made for the progress of calculators.



Casio Eight Club



Letter of Commendation

- 1980 Release of Casio Tone electronic keyboards.
- 1981
 - Release of TR-2000, the first electronic dictionary.
 - Release of SL-801 solar-powered desktop calculator.
- 1983
 - Release of a shock-resistance wristwatch.
 - Release of TV-10 pocket-sized LCD color TV.
- 1984 Release of the first liquid crystal shutter printer.
- 1985
 - Release of TV-1000 pocket-sized LCD color TV.
 - Release of PELA (FS-10), a super-thin digital watch.
- 1989 Release of ADPS R1, an office information processing device that requires no user program.



Casio Tone



TR-2000



G-SHOCK

Contributing to Enrichment of People's Lives All Over the World Through Creation of Innovative Products That Capitalize on Digital Technology.

1990

- 1981
 - Casio World Open Golf Tournament held.
 - Creation of the Consumer Section inside the Public Relations Office to respond to inquiries from consumers.
- 1982 Establishment of Casio Science Promotion Foundation.
- 1986
 - Initiation of a music promotion program to make contribution toward the creation of music-enriched culture.
 - Start of the Company-wide Quality Improvement Campaign, aimed at strengthening of the quality control system.
 - Initiation of the President's Award program, the highest honor given to recognize contributions made to the company's business operations.
- 1989 Renaming of the Consumer Section to the Customer Service Office, which was set up in each of the geographical areas within Japan.



The First Casio World Open



Casio Science Promotion Foundation Inauguration Party



Company-wide Quality Improvement Campaign

- 1991 Release of Name Land (KL-1000), a label printer
- 1992 Release of BP-100, a wristwatch-type blood pressure monitor.
- 1994 Start up of a TFT LCD factory in Kochi Casio Co., Ltd.
- 1995
 - Release of QV-10, the first digital camera in the world with an LCD monitor.
 - Release of Cassiopeia (MPC-101), a hand-held PC installed with WIN98.
- 1996 Release of DQD-10, a radio-controlled clock.
- 1997 Release of the Japanese version of Cassiopeia in the domestic market.
- 1999
 - Release of the first GPS watch.
 - Release of C303CA, a cdma One-compatible cellular phone with water and shock resistance.



QV-10

Engagement in Environmental Conservation Activities and the Creation of Environmentally Conscious Products in an Effort to Contain Environmental Impact that Accompanies Production Volume Increases.

2000

- 1990 Honorary citizenship granted to Mr. Kazuo Kashio, the company president, by the City of Tijuana, Mexico, where the company operates a factory.
- 1991 Establishment of Casio Environmental Conservation Committee.
- 1993
 - Adoption of Casio Environmental Charter and Casio Voluntary Plan for the Environment.
 - Use of specified CFCs and 1, 1, 1-trichloroethane discontinued.
- 1997
 - Casio Groups environmental activities published on Casio Website.
 - Yamagata Casio becomes ISO14001 certified.
- 1998
 - Casio Korea becomes ISO14001 certified.
 - Establishment of Casio Code of Conduct.
- 1999
 - Establishment of "Clean & Green 21" Initiative, a Casio Group-wide environmental action plan.
 - Establishment of Green Procurement Guidelines.
 - Initiation of tape cartridge recovery from electronic stationary products sold to corporate customers.
 - Adoption of a corporate officers system.
 - Publication of the Environmental Report 1999.
 - Participation in Eco-Products 1999.

- 2000
 - Development of VeriPat, a fingerprint verification algorithm.
 - Successful research and development of small high-performance fuel cells for mobile devices.
 - Release of Wrist Camera, a wristwatch-type digital camera.
- 2002 Release of EXILIMEX-S1, the thinnest wearable card-sized camera in the world.
- 2003
 - Release of au's first cellular phone with built-in 2.0-mega pixel camera.
 - Development of a fingerprint verification device for mobile devices.
 - Entry in the data projector market.
- 2004 Establishment of Casio Hitachi Mobile Communications Co., Ltd., a joint-venture cellular phone company with Hitachi, Ltd.
- 2005 Collaboration with Renesas Technology Corp. on semiconductor device packaging technology.



EXILIM EX-S1



Cellular Phone with a Built-in Camera for au