

History of Casio

Business Activities



1957

Commercial production of the world's first small, fully electric calculator starts. Casio Computer Co., Ltd., founded.

CSR Activities

Casio releases 001, its first transistor-based electronic desktop calculator.

Export of electronic desktop calculators to overseas markets begins.



Casio Mini



Casiotron



Casio Tone



TR-2000



G-SHOCK

Casio stock listed on the second section of the Tokyo Stock Exchange.

Casio Mini, the world's first personal electronic calculator, released. Casio stock transferred to the first section of the Tokyo Stock Exchange.

Casio enters timepiece market with the release of Casiotron, a digital wristwatch. Electronic cash register released.

Production of liquid crystal panels for watches begins.

Σ-S8700 series of Japanese-language office computers released.

Casio Tone electronic keyboards released.

TR-2000, Casio's first electronic dictionary, released. SL-801 solar-powered electronic calculator released.

First G-SHOCK shock-resistant wristwatch released. TV-10 pocket-sized LCD color TV released.

First LCD shutter page printer released.

PELA super-thin digital watch released.

1964 Qualification program based on meritocracy adopted. Education and training system established.

1965

1966

1967 Zero defect campaign launched to promote "Casio known for quality."

1969 Casio Labor Union formed, with the basic credo of "Trust Each Other, Understand Each Other."

1970

1971 Casio Eight Club established to promote amicable relationship with office supply wholesalers throughout Japan.

1972

1974

1976

1977 Casio receives Prime Minister's Commendation for its contributions to the progress of calculators.

1978

1979

1980

1981 First CASIO WORLD OPEN GOLF TOURNAMENT held.

Dedicated office, the Consumer Section, established to receive inquiries from general consumers.

1982 Casio Science Promotion Foundation established.

1983

1984

1985

1986 Company-wide Quality Improvement Campaign launched.



Casio Eight Club



Certificate of commendation



The first CASIO WORLD OPEN






Casio Science Promotion Foundation



Company-wide Quality Improvement Campaign

Contributing to Society: A History of Innovative Product Craftsmanship and Strong Stakeholder Relationships

| Business Activities | | CSR Activities |
|---|------|--|
| ADPS R1, an office information processing device that requires no user program, released. | 1989 | Consumer Section renamed to Customer Service Office, and set up in each region of Japan. |
| Name Land label printer released. | 1991 | Casio Environmental Conservation Committee established. |
|  BP-100, a wristwatch-type blood pressure monitor, released. | 1992 | |
| QV-10, a digital camera with an LCD monitor, released. | 1993 | Casio Environmental Charter and Casio Voluntary Plan for the Environment adopted. |
| QV-10, a digital camera with an LCD monitor, released. | 1995 | Use of specified CFCs and 1, 1, 1-trichloroethane discontinued. |
| DQD-10 radio-controlled clock released. | 1996 | |
| | 1997 | Casio Group's environmental activities published on Casio Website. Yamagata Casio acquires ISO14001 certification. |
| | 1998 | Casio Korea acquires ISO14001 certification. Casio Code of Conduct established. |
| World's first watch equipped with GPS function released. | 1999 | "Clean & Green 21" Initiative, a Casio Group-wide environmental action plan, introduced. |
| | 2000 | Green Procurement Guidelines established. Program launched to recover tape cartridges from label printer products sold to corporate customers. Corporate officer system adopted. <i>Environmental Report 1999</i> published. Casio participates in Eco-products 1999 exhibition. |
| C303CA, a shock- and water-resistant, cdmaOne-compatible cellular phone, released. | 2000 | ISO14001 certification now acquired at all manufacturing sites in Japan and four sites of Casio Computer Co., Ltd. |
| VeriPat TM, a fingerprint verification algorithm, developed. | | |
|  WVA-300D/300K solar-powered radio-controlled watch released. | 2001 | Casio Green Products 30 (C.G.P.30) campaign launched. Recycling of secondary (rechargeable) batteries initiated. |
| R&D success achieved on small, high-performance fuel cells for mobile devices. KDDI releases first <i>au</i> camera-equipped cellular phone with GPS, made by Casio. EXILIM, then the world's thinnest, wearable card-sized digital camera, released. | 2002 | Three Casio sites (the headquarters and Ichinomiya factory of Kofu Casio and Yamanashi facility of Casio Micronics achieve zero emissions (less than 1% waste disposed in landfills). Program launched to recover and recycle end-of-life personal computers and other information processing equipment sold to corporate customers. Kochi Casio awarded the Natural Resources and Energy Agency Director-General's Commendation for Excellence in Energy Management at a Factory (in the electricity sector). |
|  EXILIM | | |
| Fingerprint verification device for mobile devices developed. Casio enters the data projector market. | 2003 | Charter of Creativity for Casio established. Casio Code of Conduct revised. Casio Common Commitment established. Recovery of end-of-life home personal computers initiated. |
| Casio Hitachi Mobile Communications Co., Ltd., a joint venture with Hitachi, Ltd., for developing cellular phones, established. | 2004 | CSR Operations Section and CSR Committee established. <i>Sustainability Report 2004</i> issued, replacing the <i>Environmental Report</i> . |
| Casio collaborates with Renesas Technology Corp. on semiconductor device packaging technology. Casio forms alliance in LCDs with Taiwan's HannStar Display Corp. OCEANUS five-motor chronograph watch released. | 2005 | <i>Corporate Social Responsibility Report 2005</i> issued, replacing the <i>Sustainability Report</i> . Casio Computer Co., Ltd., and Casio Lease Corporation obtain Privacy Mark certification. Improvements completed on all products destined for Europe in compliance with the RoHS Directive. |
| Casio ships 1 billionth calculator. | 2006 | <i>Corporate Report 2006</i> issued, replacing both the <i>Corporate Social Responsibility Report</i> and <i>Corporate Profile</i> . |