

## From “0” to “1”—Contributing to Society by Creating Something from Nothing

To make something totally new, where there was nothing before... this is the simplest way to express the goal of Casio's creativity. By introducing revolutionary products that the world has never seen before, Casio aims to increase the convenience of work and everyday activities, and also to generate new cultural phenomena. This in turn produces new demand, and contributes to the success of peripheral industries. When Casio creates something where there was nothing before, more people can enjoy an affluent lifestyle. Inspired by this mission, Casio has become exceptionally skilled in both the concept phase and practical technological application: innovative ideas and the advanced technological capabilities it takes to realize them.

### ● From Great Ideas to Innovative Products

#### Identifying Universal Needs

Casio constantly strives to identify unrecognized universal needs. The number of things that all people need, but which are yet to be created, is potentially infinite. This vast latent demand is what drives Casio's quest to discover universal needs. Casio's role as a manufacturer is to uncover these needs and then apply its technological expertise to create new products that meet them.



Vastly popular digital camera



Water and shock-resistant G-SHOCK watch

#### Thinking outside the Box

Casio prizes originality in its product development. Only by producing innovative ideas—with zero dependence on product ideas from other companies—can Casio deliver products that truly satisfy customers. The company's product development starts with a search for new ideas that no one has ever had—concepts without precedent. Casio's idealistic approach demands a complete departure from conventional thinking.

#### Taking the User's Perspective

Casio insists on thinking like its customers do. Everything starts with careful consideration of who will use the product—how, where, and when. This ensures that Casio's inventions have exactly the right design, function, interface, and more: everything people really need. Casio's unabashed goal is to keep offering products that astonish and amaze, without ever become complacent about past successes.



Electronic dictionary with handwriting interface panel



Solar-powered radio-controlled watch

#### Minimizing Environmental Impact

Casio offers compact, lightweight, slim, and energy efficient products. By packing advanced functionality into each compact device, Casio not only provides convenience, but also saves resources and energy. Starting with the initial product concept phase, the company's developers make an all-out effort to minimize the environmental impact of each product. Environmental performance is further improved in the design phase by integrating multiple functions into single components and reducing the overall number of components.

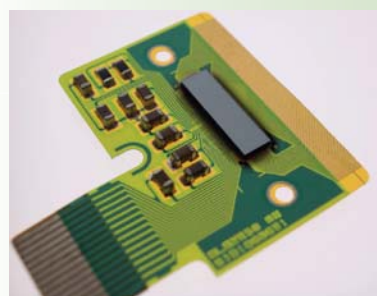
## ● Making Ideas into Reality through Innovative Technology

### The Brains behind Performance and Function: LSI System Design Technology

What is the secret of making devices and their various functions run faster, but on less energy? The LSI—the central engine of a digital device which determines functions, performance, energy-saving features, and even shape. Casio's most central technological strength is in LSI system design. Casio leverages the numerical calculation technology, text processing techniques, and energy-saving algorithms it has been developing since the beginning—as well as its more recent image and sound processing, communication and broadcast algorithms and architecture—to provide superior functionality and performance in an optimal design.



Image processing LSI: EXILIM Engine 2.0



### Superior Functionality in a Compact Package: High Density Mounting Technology

Casio combines the best of its proprietary technologies to produce pocket-sized products with advanced functions that enhance the lifestyles of customers. Among these are flexible Chip on Film that enables unrestricted circuit layout, BUMP technology that connects LSI to boards with micron-unit precision, and WLP that makes LSI even smaller.

### Clearer, More Beautiful Images: Display Technology

Casio develops and produces the small and medium-size TFT LCDs that are indispensable for displaying information on mobile devices. Given the superior clarity and brightness of Casio LCDs, the company uses them in its own products, and also provides them for digital cameras and cellular phones made by other companies.



### Superior Reliability: Water and Shock-resistant Technologies

The G-SHOCK wristwatch highlights Casio's water and shock-resistant technologies. Casio also applies these technologies in other products, such as cellular phones that can be used in the bath, and electronic dictionaries that can survive all the rigors of school life. Casio's reliable technologies provide reassurance to users.

### Speed, Dependability, and Flexibility: Production Technology

Casio is also making the most of digital technology in its production facilities. From 3D design to prototype building, mold manufacturing, and mass production, Casio now creates products without relying on any paper blueprints, thanks to its advanced production data networks. These systems have greatly reduced processing time from production start to finish, and they enable outstanding flexibility for changes at any point in the process.

