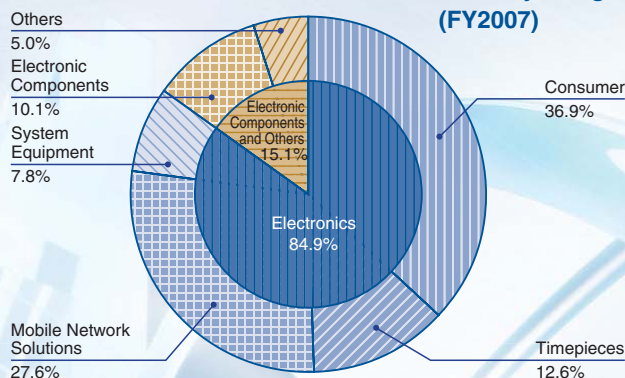


Casio's two main businesses are electronics and electronic components. The company creates products that are compact, lightweight, slim, and energy efficient for the global market.

Business Fields

The Casio Group is comprised of Casio Computer Co., Ltd., 52 consolidated subsidiaries, and 3 equity-method affiliates (as of March 2007). Casio conducts its business in two main segments: Electronics, and Electronic Components and Others. The Electronics segment is divided into four categories: Consumer, Timepieces, Mobile Network Solutions (MNS), and System Equipment. The Electronic Components and Others segment is divided into two categories: Electronic Components, and Others. In all of these categories, Casio's business activities range from development and production to sales and service.

Sales by category (FY2007)



Electronics Segment

Consumer category



Electronic calculators, electronic dictionaries, label printers, digital cameras, electronic musical instruments

Timepieces category



Digital watches, analog watches, clocks

Mobile Network Solutions (MNS) category



Cellular phones, handy terminals

System Equipment category



Electronic cash registers (including POS system), office computers, page printers, data projectors

Electronic Components and Others Segment

Electronic Components category



LCDs, BUMP processing consignments, TCP assembly and test consignments, carrier tape

Others category



Factory automation, molds, etc.

Greater
Convenience,
More
Enjoyment

Consumer Category



EXILIM EX-V7 digital camera

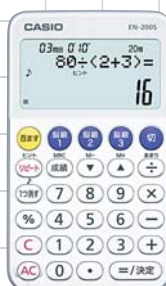
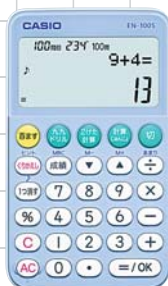
With an optical 7x inner-zoom lens in a slim, stylish body that fits in the palm of the hand, the EX-V7 is the high-power zoom model in the EXILIM series. It makes it easy for any user to take virtually perfect pictures even at maximum zoom range, thanks to the CCD shift anti-shake mechanism and the auto-tracking AF system. For movie lovers, the camera boasts next-generation H.264 encoding technology.

EX-word XD-SW4800 electronic dictionary

This electronic dictionary for Japanese high school students has a handwriting interface panel for learning both English and Japanese characters. It contains native pronunciation recordings of 85,000 English words, making it very useful for students who want to improve both their pronunciation and English listening skills.



Casio offers a wide array of products to make everyday life more convenient and enjoyable. They include everything from calculators for a myriad of business and educational applications, to electronic musical instruments that even beginners can easily master. Casio has also introduced many new industry-leading digital cameras and electronic dictionaries.



EN-100S/EN-200S electronic calculators

These are *hyaku masu keisan* ("one hundred calculations drill") training calculators, developed with the assistance of Professor Hideo Kageyama of Ritsumeikan University. By repeating each of the basic arithmetic functions one hundred times, children are able to strengthen their basic calculation ability, and develop active learning habits. With the same device, adults are able to keep their minds sharp by exercising their gray matter with arithmetic drills.



Privia PX-800 electronic musical instrument

This affordable digital piano delivers true piano sound in a compact, lightweight, and stylish design. From real pianists to everyday amateurs, anyone can take advantage of the PX-110's superior sound quality and natural keyboard touch to practice freely in the privacy of their own location.

Consumer
Products



Handwriting Panel

The latest feature in electronic dictionaries is a handwriting recognition panel. By writing Japanese characters on the panel, users can quickly look up the meaning of even difficult characters. In addition to practicing the writing of Japanese script, students can also practice dictation by writing English words that they hear to improve their listening skills.



Timepieces

G-SHOCK MRG-7500

This is the ultimate G-SHOCK model, featuring even tougher wear resistance and Multi-Band 5 technology. It has five motors that drive six hands, and boasts a plethora of display functions including a world time zone clock and day of the week display. Beside all this, the design is dynamic enough for any scene.



G-SHOCK GW-9100

This model has a rust-resistant construction with all-titanium used for the exterior metal parts to protect against the corrosive effects of seawater and ocean breezes. With a casing that offers peak corrosion and shock resistance, the GW-9100 has all the functionality and performance needed for marine activities. It even comes with Multi-Band 5 and Tough Solar technologies.



OCEANUS OCW-S1000J

The OCEANUS Manta series adds slim, sporty styling to the lineup of full-metal case, solar-powered radio-controlled OCEANUS watches. Even retaining the built-in chronograph and Multi-Band 5, the OCW-S1000J boasts a slim profile of only 10.2 millimeters.



PRO TREK PRW-1300TJ

This outdoor watch incorporates three sensors for a compass, altimeter and barometer, and a thermometer, as well as Tough Solar and Multi-Band 5 technologies. The PRO TREK PRW-1300TJ takes ease of use to a whole new level, with an optimal layout, a slimmer liquid crystal display, and smaller electronic parts—all thanks to high-density mounting technology.

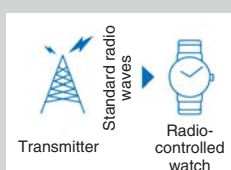
Worldwide Multi-Band 5 Compatibility for Solar-powered Radio-controlled Watches

Casio's radio-controlled watches automatically reset themselves to the correct time by receiving standard radio waves with time data. Casio's Tough Solar power system combines a high-capacity rechargeable battery and a small solar panel that generates electricity, even from fluorescent lights. These watches will keep running as long as there is light. Casio's solar-powered radio-controlled watches are compatible with Multi-Band 5, a worldwide system of five transmitters (two in Japan, and one each in the US, UK, and Germany) that transmit standard radio waves.



Accessing Five Radio Transmitters across the Globe

Radio-controlled watches receive radio waves with time data from special radio transmitters, and automatically adjust themselves to maintain precise timekeeping. Even in areas where the radio waves cannot be received, they operate with the accuracy of a regular quartz watch. Solving the problem of different radio wave rules in various countries, the new Multi-Band Casio watches can now receive radio waves from five different transmitters worldwide. Casio watches can keep perfect time almost anywhere.



Timepieces

Anytime, Anywhere

Mobile Network Solutions (MNS)



EXILIM W53CA cellular phone

Utilizing its EXILIM digital camera technology, Casio has produced a stylish cellular phone with a built-in 5.1-megapixel camera. It features a convenient wide-angle lens and a widescreen VGA LCD with high resolution. Thanks to six-axis blur reduction and high sensitivity capture capability, the camera reduces blur caused by shaky hands and subject movement.



W52CA cellular phone

This water-resistant One Seg cellular phone with double-pivot hinge construction allows users to enjoy calling, e-mail, and One Seg broadcasts, even in the bath, thanks to its superior waterproof construction. The One Seg function delivers a high-quality picture based on Casio's own image compensation technology. This phone even has a Talking Mobile Dictionary that allows users to confirm English pronunciation.



DT-5200 handy terminal

This mobile communication terminal for business use combines the features of a handy terminal with the portability of a PDA. By operating it in combination with Excellent Store® shop support solutions, the user can perform everything from data transmission to routine retail tasks with one device. The DT-5200 leverages information to increase total in-store productivity and contributes to the standardization of business management.

The aim of Casio's Mobile Network Solutions strategy is to provide an optimal usage environment for business and personal applications, regardless of time or place. Casio is contributing to the development of a truly mobile society with solutions focusing on compact cellular phones with advanced functions, and mobile terminals for a wide range of business needs.

Mobile Network Solution



Developing Advanced Products That Integrate Casio's Specialized Technologies

Casio Hitachi Mobile Communications Co., Ltd., is Casio's joint venture with Hitachi, Ltd., for developing cellular phones. The jointly managed company marries Hitachi's core technologies such as high-speed transmission and One Seg reception with Casio's specialized camera, water resistance, and shock resistance technologies. The integration of these advanced technologies has enabled quick development of well-balanced products that deliver superior performance.

System Equipment

Page Printer SPEEDIA N3500

This compact printer offers high-resolution printing using super-fine toner at the high speed of 24 color pages or 30 monochrome pages per minute. It provides print security functions such as individual authenticated printing. At the same time, a complete recovery system for toner cartridges reduces environmental impact and printing costs.



TE-300 cash register

The TE-300 is a cash register that fits well with the interior design of a store by enabling the cash drawer to be placed in a separate location from the slim and compact letter-sized main unit. It also features an antimicrobial treated keypad for use in medical and restaurant settings.



XJ-S46 data projector

Thanks to Casio's efforts to dramatically reduce the size of the projection lens and light source, the XJ-S46 data projector realizes a slim profile of just 43 millimeters (32 mm at the thinnest point). With a wide-angle 2x zoom lens and the ability to show presentations without a PC, this data projector delivers both superior mobility and performance.



Realizing a Substantially Slimmer Profile with a Compact, High-efficiency Light Source

A compact, high-efficiency light source, which employs an aspherical surface reflector and a new form of condenser lens, delivers a substantially slimmer profile while still enhancing the performance of the light source lamp. The high static pressure fan located in the center of the body and exhaust heat pipe enable high-efficiency cooling in a compact unit.

Original light source technology for a super-slim profile

High-efficiency compact light source

Conventional light source

48mm



Original technology

XJ-S46 light source

Improved light alignment enables a more compact projection lens.

New reflector

New condenser lens

28.2mm



Reliability
Delivers
Efficiency

Casio provides original solutions for all kinds of businesses, integrating hardware and software. Casio makes page printers for all manner of color documents, cash registers for a wide variety of retail formats, and data projectors, and also offers the ADPS Personnel System to support corporate human resource strategies. Casio has earned the praise and trust of business professionals worldwide.

System
Equipment

Creating the Cutting Edge

Cutting-edge products are born of the latest advances in electronic components. Take for instance the LCD panel, an indispensable interface between man and machine, where Casio specializes in small- and medium-sized LCDs for mobile devices, including TN, STN, and TFT panels. In another advanced field, Casio Micronics conducts bump processing, as well as COF and other packaging operations. Casio's electronic components are hard at work in applications across the industrial spectrum.

Electronic Components & Others

Electronic Components and Others

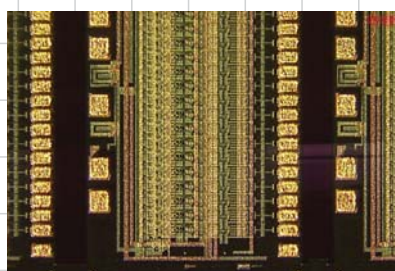
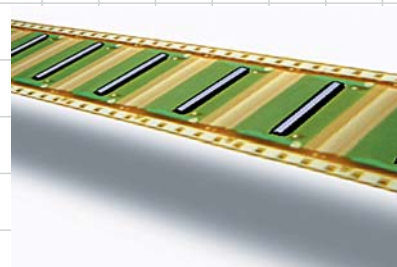


TFT LCD Modules

Hyper Amorphous Silicon TFT (HAST) is Casio's original superfine LCD technology. Able to produce vivid photographic images using amorphous silicon, HAST is based on COG technology and the development of low resistance circuits and a high-aperture ratio for TFT arrays, multipin-slim LSI and other technologies. The clarity of the images it produces has made Casio's HAST technology a favorite for application in cellular phones, digital cameras, GPS products, and a wide variety of other mobile devices.

COF

COF refers to a film on which LSI chips for LCD panels are mounted. The film is thinner and more flexible than a conventional board, making it possible to design larger LCD panels. Because the circuits are fixed in the base film, COF is ideal for detailed processing. As the trend toward ultra-fine pitch LSI grows, so too does the demand for COF technology.

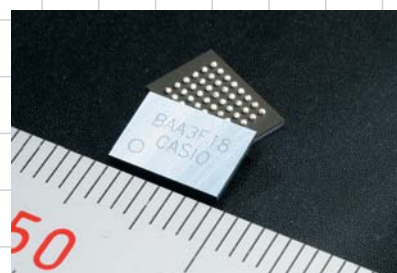


BUMP

BUMP is a technology that forms microelectrodes for LSI chips, enabling high-density packaging. Using gold or other solder, protruding electrodes are formed on an LSI wafer terminal. Along with the increasingly advanced functions of LSI, even greater development is expected in the area of micro-processing technology.

WLP (Wafer Level Package)

WLP refers to the creation of chip-sized packages right on a silicon wafer through copper redistribution formation, electrode post formation and resin sealing. WLP is cost effective, and it is the most advanced LSI miniaturization technology, making it possible to produce even smaller, higher-function devices such as cellular phones.



Casio Micronics Co., Ltd. Realizing Better Micro-processing at a New Plant

Casio Micronics has completed its new plant at the Yamanashi Factory. The new facility has the ability to create even finer circuitry than conventional Chip on Film (COF), and has made it possible for the company to supply optimal control circuits for products such as high-definition LCD TVs for the Japanese Hi-Vision format.

