

CSR Highlights

“No.1 Mobile Telephone Handset in Customer Satisfaction, Two Years in a Row”

The Casio cellular phones produced for Japanese mobile communications provider, *au*, have been ranked top in customer satisfaction for two years in a row according to a consumer survey conducted by an independent organization. In 2007, Casio is working to further improve all aspects of satisfaction with the phones, aiming to achieve even higher scores.



Makoto Igarashi (right), General Manager, Mobile Communication Products Department, receives a trophy from Namio Hasumi, then-President and CEO, J.D. Power Asia Pacific, Inc.

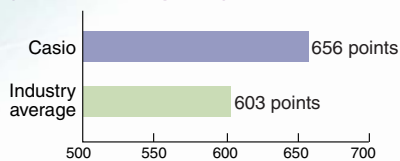
No. 1 for Two Consecutive Years in the Japan Mobile Telephone Handset Satisfaction Study

In J.D. Power Asia Pacific's 2006 Japan Mobile Telephone Handset Satisfaction Study, the Casio cellular phones (produced for *au*) earned first place for the second year in a row. J.D. Power Asia Pacific is an international organization specializing in customer satisfaction research.

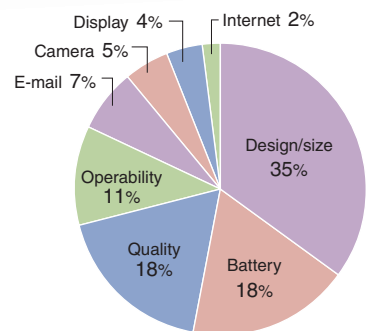
The study measures overall customer satisfaction with cellular phone handsets. The 2006 study was based on evaluations from 3,187 users during the first 12 months of ownership.

In the study, overall satisfaction ratings are calculated based on eight distinct factors, such as battery, operability, e-mail, and camera. Casio received the highest overall ranking of any of the 11 companies covered by the study.

Overall ranking of mobile telephone handset customer satisfaction (Maximum 1000 points)



Factors comprising overall satisfaction



Source: J.D. Power Asia Pacific 2005 – 2006 Japan Mobile Telephone Handset Satisfaction StudiesSM. The 2006 study was based on a total of 3,187 responses from mobile phone users during the first 12 months of ownership.
http://www.jdpower.co.jp/jdp_e/

2006 Models



Taking Customer Satisfaction to All New Highs

“Cellular phones are already one of the most familiar daily necessities for people in and outside Japan. Of course, the competition between manufacturers is intense, with new products coming out practically every day. This makes it all the more significant that Casio has secured the top customer satisfaction ranking for two years in a row, winning the support of a broad range of customers.

With the popularization of mobile phones compatible with One Seg broadcasting, it is likely that the competition will continue to heat up in 2007. This only motivates us to keep achieving high satisfaction ratings, and I believe we will, thanks to the teamwork between the developers at Casio Hitachi Mobile Communications and the sales force at the Mobile Communication Products Department.”

Employee Pride

I'm proud to have contributed the content for this page.

Kensuke Takagi
 Mobile Communication Products Department



New 2007 Models

