

Responsibilities
to Customers

Technology R&D to Create Next-Generation Products

Guided by its commitment to Creativity and Contribution, Casio is achieving constant advances in the core technologies required to develop one-of-a-kind products.

Casio's Technology Strategy and Development Policies

The developer's spirit

A company's contribution to society depends on the success of its business. Casio's corporate creed, "Creativity and Contribution," recognizes this truth. Contribution to employees, investors, partner companies, and local communities is premised on the creation and continual production of products and services that are truly useful to society. This is also the source of a company's profitability. At Casio, making creative contributions begins with technology and product development.

Casio's product developers understand that it takes constant creativity to ensure that the technologies they develop contribute to stakeholders and society. This developer's spirit has been with Casio since the beginning.

R&D objectives

With the pace of technological progress becoming faster and faster, development of successful new products and services requires a keen understanding of new technological trends and a firm commitment to developing original technologies.

Casio applies the latest technologies to create products with new added value never seen before. Casio products offer more convenient functions, improved usability, better affordability, and superior portability, compared to conventional models. Just as when black and white TVs were transformed by color, when fixed phones went mobile, and when various types of information became instantly accessible on the Internet, Casio's development of new technologies has made life more convenient and enjoyable for people everywhere.

Casio prioritizes research themes that are most likely to generate completely new value from original technology development, for the consumer, office, and electronic component markets.

Development that advances products

Casio is focusing on seven technological fields to drive its effort to develop original products.

Casio's goals for all of these technological fields are as follows.

1. Strengthening and expanding Casio's existing Stable Businesses
2. Remaining competitive in the strategic business areas where competition is intense, and making businesses profitable in these areas
3. Providing next-generation products and services that fulfill changing social, environmental, and consumer requirements.

Casio has set individual technology development themes for each business, and is undertaking development accordingly.

Development for a sustainable society

Casio is well known for developing products that are compact, lightweight, slim, and energy efficient. Casio development seeks to achieve energy and resource savings coupled with high performance and ease of use. All of these objectives have been met in Casio products such as electronic dictionaries, digital timepieces, digital cameras, cellular phones and handy terminals.

Specifically, Casio is working to reduce the number of components by using high-performance semiconductor technology; to reduce energy consumption, utilize solar power, and use smaller batteries; and to use less plastic by developing high-density mounting technology. Casio also actively seeks to reduce overall environmental impact by using recycled materials in its products and avoiding harmful substances. All of Casio's product development aims to help build a sustainable society.

Priority technological fields

LSI technologies

- New systems •Advanced design tools
- Low power consumption technology

High-density mounting technology

- High-density mounting devices
- Production technology

Device technologies

- Output devices (displays and printers)
- Input devices (image sensors)
- Energy devices (solar cells and batteries) •Optical lenses
- New devices (MEMS and organic)

Communication and digital broadcast technologies

- CDMA •Ultra-compact batteries •GPS •Proximity wireless
- Digital broadcasting

Information network and system technologies

- Network technology •Software platform technology
- System applications

Software and IP (algorithm) technologies

- Image and audio compression/decompression and detection technologies •Security

Environmental technologies

- Lead-free, resource saving, recycling, part reduction, and elimination of harmful chemicals



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Casio has a history of fostering new cultural developments by creating new technologies and products, true to our creed of "Creativity and Contribution." Going forward, Casio will take on the challenge of producing even more technological innovations by undertaking environmentally friendly initiatives in areas such as resource and energy savings, focusing on the seven priority technology fields detailed above. We fully intend to keep contributing to society by offering products that provide convenience and excitement.