

Social Contribution Initiatives

Communication Activities

Educational support for high school students (Kashiwa High School, Chiba)

Casio Computer Co., Ltd., welcomed a visit by students from Kashiwa High School in Chiba prefecture to the Hamura R&D Center in August 2006. The visit was organized based on the school's request for the students to learn about the logic circuitry of the calculator and to visit a research and development site. The curriculum at Kashiwa High School places priority on science and mathematics. Based on the cooperation of universities and research laboratories, it has been designated by Japan's Ministry of Education, Culture, Sports, Science and Technology as a super-science high school that seeks to develop the scientific experts and engineers of tomorrow. The students are able to select topics that interest them, and are required to take an active approach to learning. On the day of the visit, a teacher and five students who were researching how calculators work, arrived at Casio with the desire to see physical evidence of the scientific theory they had been studying.

First, members of the Consumer Division of the Product Development Headquarters introduced the guests to Casio's corporate activities, explained logical circuits that perform the four arithmetic functions, and lectured on the basic technology related to calculators. Then the students were given a tour of the new product development labs and equipment. The young people were captivated by the visit, and posed a steady stream of articulate questions.

Several days later, the teacher sent a thank-you message indicating that the tour had made the students more enthusiastic about learning. Casio is pursuing activities like these to encourage young people to become more impressed about learning, help build a better society, and realize the significance of work.



Lecture demonstration

Teacher's Business Training Program

The annual Teacher's Business Training Program was held from July 24 to 26, 2006, and was sponsored by the Keizai Koho Center (Japan Institute for Social and Economic Affairs). Now in its fourth year, the program hosted teachers from Ohta Ward, Tokyo.

In line with the Japanese government's priority policy on revitalizing education, this program utilizes cooperation between schools and industry to provide elementary, junior high and high school teachers with opportunities to experience corporate activities and share what they have learned with the students who will be the leaders of tomorrow. This gives Casio Computer Co., Ltd., opportunities to convey its various messages to young people.

The teachers that participated in the training enjoyed a variety of in-house presentations by frontline personnel

working in departments ranging from development to sales. The participants were especially interested in Casio's initiatives for social contribution and environmental protection, as well as the way the company's corporate creed, "Creativity and Contribution," is being realized through its business activities. The training ended with a discussion among the teachers about how to apply what they had learned in their classrooms.

The participants expressed the desire for further enhancement of relations between the business and educational worlds, and Casio plans to expand this program in the future.



Teacher training

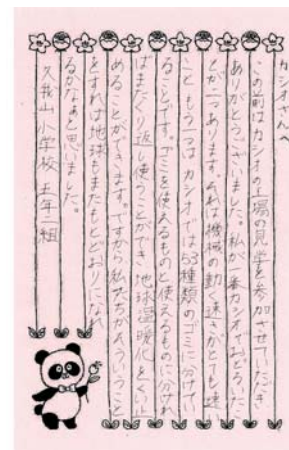
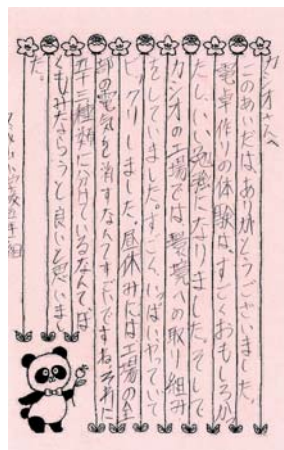
Factory Tours for 10,000 People

Providing a place for young people to gain inspiration for a meaningful life

With Kofu Casio leading the way, Casio launched the "Factory Tours for 10,000 People" program in February 2004. The goal of the program is to provide a place for young people to discover that family ties, the power of science, and pursuing one's dreams are three important sources of inspiration for a meaningful life.

Young people discover the value of family ties by coming to see the place where their parents work, while also learning about the close ties that bind together their entire society. They learn about product construction and function by having the rare chance to see how advanced products are made, and actually trying simple product assembly themselves. This gives the young visitors a glimpse into the wonders of science, and they discover that they can realize their dreams through hard work and perseverance. The program is an outstanding way for Casio to provide opportunities for young people to make the discoveries that will help them become the leaders of the future.

In fiscal 2007, Casio invited five schools, or 262 students and teachers, to participate in factory tours. Moreover, at the Eco-products 2006 exhibition held at the Tokyo International Exhibition Center, the Casio booth also offered a calculator assembly experience for elementary school students. During the three days of the event, about 130 children participated in this well-received activity.



Thank-you letter from students at Kugayama Elementary School, Sugunami Ward, Tokyo