

Casio supplies global markets with products that take advantage of digital technologies to create new demand.

The Casio Group is comprised of Casio Computer Co., Ltd., 49 consolidated subsidiaries, and 3 equity-method affiliates (as of March 2008). 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.

CASIO GROUP
Business Overview

Consumer Category

Greater Convenience, More Enjoyment

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.

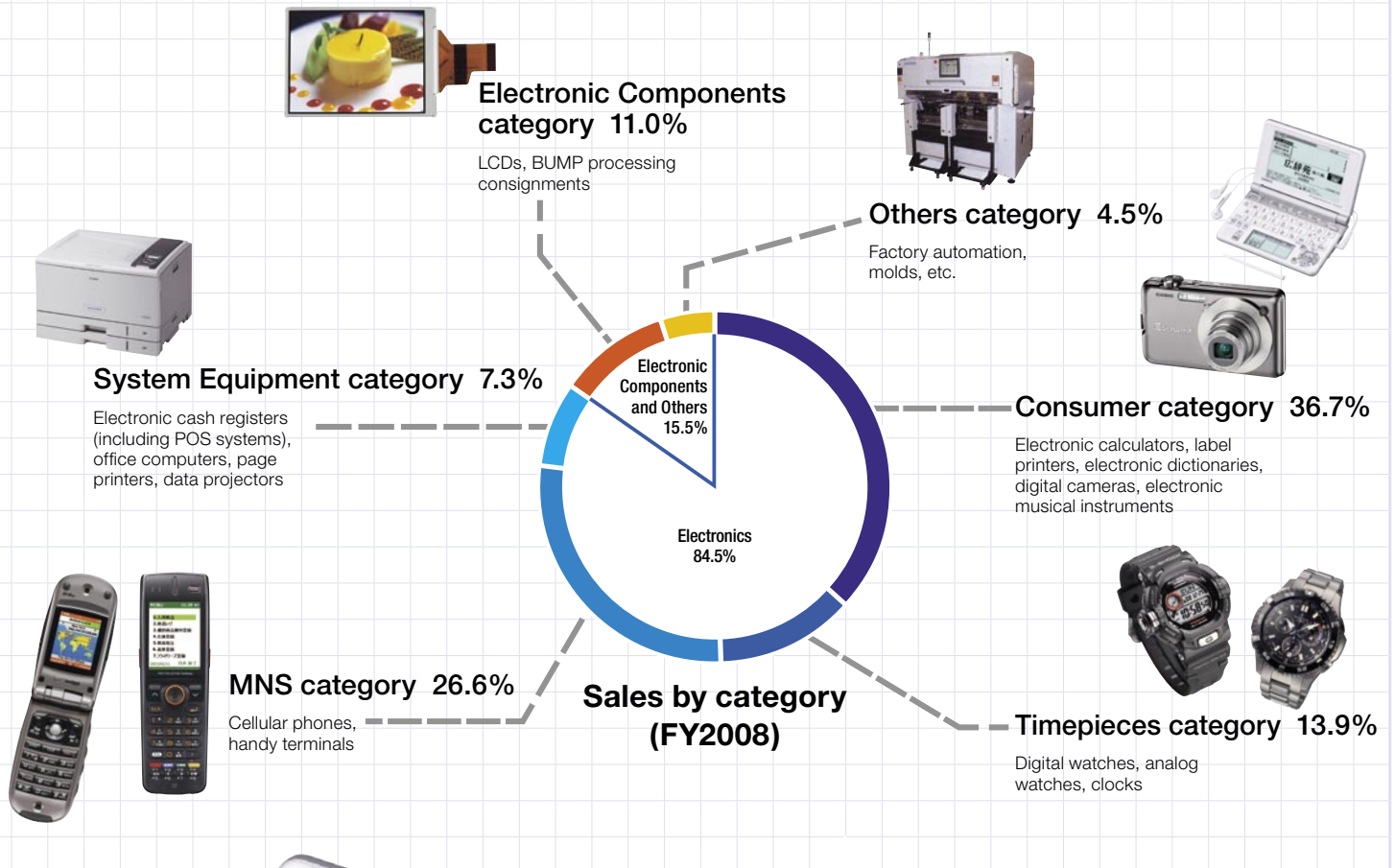
"EXILIM CARD" EX-S10

Digital camera

The world's smallest, thinnest* 10.1 megapixel digital camera. With a slim shape only 15.0 mm thick (13.8 mm at the thinnest part), it comes with a high resolution CCD and a very bright Super Clear LCD featuring a high contrast ratio and a wide field of view. The EX-S10 represents a new state in the evolution of digital camera functionality. Combined with its advanced face detection feature, the Auto Shutter function automatically captures the moment of a smile or the instant when hand shake ceases.

*As of January 29, 2008, for 10-megapixel class digital cameras. Based on Casio survey.





"EX-word" XD-SP6600
Electronic dictionary

This electronic dictionary not only has a handwriting interface panel, but also allows input of Japanese characters on the main screen, making this the first electronic dictionary with twin touch screens. The dictionary boasts a total of 100 kinds of content, including the most recent Japanese dictionary available, Kojien Version 6. This dictionary also contains about 100,000 English words and about 10,000 Japanese words, all with a native pronunciation playback function.

Presenting a range of functions that use a touch screen

In our technology development and planning for innovation, we place great emphasis on clearly identifying the needs of users. This is the key to creating a unique product.

With our electronic dictionary, we focused on the user needs of "knowing, listening, and learning" with the aim of achieving even better operability and enhanced study-assisting functions. As a result, in this year's model we adopted a twin touch screen format.

By making the main screen touch sensitive as well, we made handwriting recognition more convenient, and were able to present a variety of functions using the touch panel. The most significant new features make it possible to: (1) write complex Japanese characters on the main screen in larger handwriting; (2) use the screen as a learning pad for practicing writing; and (3) directly touch maps with the "Map Search" function. We were able to achieve all this thanks to Casio's electronic component and handwriting recognition technologies, and of course, by developing the new content.



Yukio Naruki
Consumer Unit,
Product Development
Headquarters

Consumer Category

Greater Convenience, More Enjoyment

More than one billion calculators sold worldwide

In 1965, Casio launched the world's first calculator with memory, the "001." Since then, Casio has continued to develop unconventional calculators using its digital technologies, such as the Casio Mini (1972), the world's first personal calculator, providing the convenience of calculation to people all around the world. In December 2006, the total number of units sold reached one billion. Casio's calculators continue their unstoppable evolution.

NEO STYLE JF-V200 Electronic calculator

This calculator has the usual operability for which Casio's calculators are renowned—the key response and quickness of display—and is also available in a lineup of five cool and sophisticated textured color schemes. The keys and panel have similar colors, while an elegant typeface is used for the numbers on the keys. The attention to detail is intended to appeal to the taste of adults with an intellectual bent.



Privia PX-720 Digital piano

While preserving the stylish design and realistic touch-sensitive keyboard, the Privia uses a new Triple Element AIF Sound Source that reproduces the natural resonance of a grand piano. With a maximum 128-note polyphony, the piano reproduces even advanced performances with a high degree of fidelity. Furthermore, the duet function enables two people to play together in the same register by dividing the keyboard into two sections. The panel lock function operated by a button on the control panel prevents accidental operation of the piano. These and other new functions take the ease of use of the piano to a new level.

Enjoying our work, with confidence and pride

I'm responsible for musical instrument sales in China. Twelve years have passed since I joined Casio Electronics (Zhuhai) Co., Ltd., the predecessor of the current Casio (Shanghai) Co., Ltd. I understand that Casio's music instrument business in Japan, Europe and the United States is driven by sales to mass home appliance retailers, but in China, the main focus is on distribution in musical instrument specialist stores for children's education in aesthetic sentiments.

We are leveraging the know-how developed in Casio's worldwide musical instrument business to forge an innovative business approach that fits the situation in China. This approach, which adheres closely to Chinese lifestyles and culture, has won enormous support from our customers. I believe that musical instruments are enjoyable products, and I'm confident that my work contributes to Chinese culture. This conviction makes my daily efforts especially worthwhile. Our business results are very good, and I truly enjoy every day at work.

Zhang Jun
Electronic Musical
Instruments Division,
Casio (Shanghai)
Co., Ltd.

