

Mobile Network Solutions (MNS) Category

# Anytime, Anywhere

The aim of Casio's MNS 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.



## G'zOne TYPE-S Cellular phone

Casio Hitachi Mobile Communications Co., Ltd., supplies this phone to Verizon Wireless in the United States. In addition to its water resistant and shock resistant specifications, it comes with Bluetooth® for using convenient hands-free accessories. Boasting a sporty form factor with its integrated antenna and protector, combined with a compact and stylish design, it is very popular with a wide range of both male and female users.

## DT-X7 Handheld terminal

In pursuit of the ultimate ease of use for ordering, controlling inventories and other tasks, this handheld terminal uses universal design to achieve superior gripability and operability. In addition to a semi-transmissive color LCD offering outstanding visibility, it comes with a wide range of functions that support more efficient retail operations. The terminal can also be used with a VoIP package to realize voice communication over a wireless LAN.



## W61CA Cellular phone

The W61CA combines water resistant performance at IPX5/IPX7 standards, a 5.1 megapixel camera, and One Seg broadcast reception in a single, elegantly designed unit. This cellular phone is ideal for active users who want to enjoy One Seg broadcasts on the move, or even while taking a leisurely bath. Users can take high-resolution photos everywhere, even when it is raining. The phone also supports the Smart Sport Run & Walk service by Japanese wireless provider au, which shows distance and time statistics and calories consumed while jogging.

## Communication tools on the customer's level

Cellular phones are not just phones anymore. They're Internet machines, and they're also used as cameras, music players, One Seg TVs, and electronic dictionaries. They have become the representative consumer information device. They also store important personal information such as photos, telephone directories, and e-mail addresses, so they've become everybody's indispensable partner in daily life.

The W61CA offers all these functions including music, One Seg, and a 5.1-megapixel camera, as well as being water resistant. We made it a product that can be used with peace of mind in all sorts of situations—from the sports field to the bath. With convenient functions that can be used anytime, anywhere, it represents a peak integration of Casio's technologies. Wouldn't it be great if customers who use it then want to buy other Casio products?



**Shinjiro Ishida**  
Casio Hitachi Mobile Communications Co., Ltd.