

System Equipment Category

Reliability Delivers Efficiency

Casio provides original solutions for all kinds of businesses, integrating hardware and software. Casio makes page printers for all manner of color documents, cash registers for a wide variety of retail formats, and data projectors. Casio has earned the praise and trust of business professionals worldwide.



TE-2500 Internet cash register

By directly linking this electronic cash register to the Internet, users get access to the various services provided in Japan by CXD NEXT Co., Ltd. In addition to the Sales Aggregation and Management Service that allows them to check sales data from the Internet cash register on the Web, or on a cellular phone, they can also use the Electronic Payment Service in combination with an electronic payment terminal (at the right of the photo).

SPEEDIA N3600 Page printer

A high-speed color page printer for offices, with greater consideration for the environment. The printer supports carbon offset toner that offsets an amount of CO₂ equivalent to the emissions produced by generating the electricity used for printing. In addition, it comes with comprehensive security functions, such as secure printing using an IC card or cellular phone.



XJ-SC215 Data projector

This super-slim projector packs a wide-angle 2x zoom lens and the ability to show presentations without a PC into a highly portable body with a profile of just 32 mm at the thinnest point (average thickness: 43 mm). Equipped with a high-fidelity color-rendering light engine algorithm, it achieves true-to-life color reproduction.



An Internet cash register that offers easy Net services

Casio holds a 40% share of the electronic cash register market in Japan, but the market is entering its maturation period. That's why we developed an Internet cash register that leverages connectivity to create new value in the form of electronic payment services and sales aggregation and management services. In July 2007, we established the new company CXD NEXT Co., Ltd., jointly with NTT DOCOMO Inc., a company with extensive know-how in electronic payment and customer management. The goals of the company are to deliver low-priced services and provide an information center for use by various small and medium-sized retail and food-service enterprises and retail chains. The company name conveys our goal to provide a new platform for credit and data services, while creating a new business for Casio and NTT DOCOMO. Participating companies are very pleased with our low-cost, high-quality services. Looking to the future, we will raise people's awareness of Internet cash registers, and work to develop new services targeting this platform for small and medium-sized enterprises.

Yasukazu Ohira
President
CXD NEXT Co., Ltd.



Electronic Component and Others Category

Creating the Cutting Edge

Cutting-edge products are born of the latest advances in electronic components. Take for instance the LCD panel, an indispensable interface between man and machine, where Casio specializes in small and medium-sized LCDs for mobile devices, including TN, STN, and TFT panels.

TFT Liquid crystal displays

Using Casio's proprietary Hyper Amorphous Silicon TFT (HAST) technology, the Buenaview LCD, developed for cellular phones and digital cameras, achieves a wide viewing angle with low color distortion, while simultaneously delivering a contrast ratio of more than 1:1,000. Casio has also developed new technology for power-saving transmissive LCDs, ideal for handheld terminals and similar products, which achieve high resolution when the backlight is on, as well as high visibility without a backlight, even in broad daylight.

