

History of Casio

Contributing to Society: A History of Innovative Product Craftsmanship and Strong Stakeholder Relationships



1957

Commercial production of the world's first small, fully electric calculator starts. Casio Computer Co., Ltd., founded.

Business Activities

CSR Activities



Casio Mini



Casiotron



Casio Tone



G-SHOCK



QV-10



EXILIM

Casio releases 001, its first transistor-based electronic desktop calculator.

Export of electronic desktop calculators to overseas markets begins.

Casio stock listed on the second section of the Tokyo Stock Exchange.

Casio stock transferred to the first section of the Tokyo Stock Exchange.

Casio enters timepiece market with the release of Casiotron, a digital wristwatch.

Production of liquid crystal panels for watches begins.

Casio Tone electronic keyboards released.

TR-2000, Casio's first electronic dictionary, released.
SL-801 solar-powered electronic calculator released.

First G-SHOCK shock-resistant wristwatch released.

PELA super-thin digital watch released.
First LCD shutter page printer released.

ADPS R1, an office information processing device that requires no user program, released.

QV-10, a digital camera with an LCD monitor, released.

DQD-10 radio-controlled clock released.

World's first watch equipped with GPS function released.

C303CA, a shock- and water-resistant, cdmaOne-compatible cellular phone, released.

WVA-300D/300K solar-powered radio-controlled watch released.

KDDI releases first au camera-equipped cellular phone with GPS, made by Casio.
EXILIM, then the world's thinnest, wearable card-sized digital camera, released.

Casio enters the data projector market.

Casio Hitachi Mobile Communications Co., Ltd., a joint venture with Hitachi, Ltd., for developing cellular phones, established.

OCEANUS five-motor chronograph watch released.

Casio ships 1 billionth calculator.

1964 — Qualification program based on meritocracy adopted. Education and training system established.

1965

1966

1967 — Zero defect campaign launched to promote "Casio known for quality."

1970

1972

1974

1977 — Casio receives Prime Minister's Commendation for its contributions to the progress of calculators.

1978

1980

1981 — First CASIO WORLD OPEN GOLF TOURNAMENT held.
Dedicated office, the Consumer Section, established to receive inquiries from general consumers.

1982

1983

1985

1986 — Company-wide Quality Improvement Campaign launched.

1989

1989 — Consumer Section renamed to Customer Service Office, and set up in each region of Japan.

1991

1993 — Casio Environmental Charter and Casio Voluntary Plan for the Environment adopted.
Use of specified CFCs and 1, 1, 1-trichloroethane discontinued.

1995

1996

1997 — Yamagata Casio acquires ISO14001 certification.

1998

1999 — "Clean & Green 21" Initiative, a Casio Group-wide environmental action plan, introduced.
Green Procurement Guidelines established.

2000

2001 — ISO14001 certification now acquired at all manufacturing sites in Japan and four sites of Casio Computer Co., Ltd.

2001

2002 — Casio Green Products 30 (C.G.P.30) campaign launched.
Recycling of secondary (rechargeable) batteries initiated.

2002

2003 — Three Casio sites (the headquarters and Ichinomiya factory of Kofu Casio and Yamanashi facility of Casio Micronics) achieve zero emissions (less than 1% waste disposed in landfills).

2003

2003 — Charter of Creativity for Casio and Casio Common Commitment established.
Casio Code of Conduct revised.

2003

2004 — CSR Operations Section and CSR Committee established.

2004

2005 — Casio Computer Co., Ltd., and Casio Lease Corporation obtain Privacy Mark certification.
Improvements completed on all products destined for Europe in compliance with the RoHS Directive.

2005

2006 — Casio ships 1 billionth calculator.

2006

2007 — Casio Soft, Casio Computer Co., Ltd. (Information Systems Department) and Casio Information Service obtain ISMS certification.

2007