

# Environmental Communication

## Environmental Communication

Casio understands the importance of communicating with all of its stakeholders about environmental issues.

### Exhibiting at Eco-Products 2010

Every year Casio exhibits at Eco-Products, the largest environmental trade show in Japan. Marking the show's 12th year, Eco-Products 2010 was held at Tokyo Big Sight from December 9 to 11. Over 700 companies and organizations set up booths to display their environmentally friendly products and services. The show attracted more than 180,000 visitors, the largest attendance to date. Casio has exhibited each year since the show began, and in 2010 the Casio exhibit was based on the theme, "The Harmony of Technology and Ecology." Divided into two zones, the exhibit presented Casio Green Star products and various other environmental initiatives taken by the Casio Group to build a more sustainable world. The "Blue Zone" featured the results of Casio's initiatives to address climate change, and the "Green Zone" highlighted Casio's efforts to protect ecosystems, which are part of its biodiversity preservation initiative.

On the main stage of the exhibit, Casio's environmental initiatives were described in a narrated video.



Exhibit featured "Blue" and "Green" zones



Working watches encased in ice... but is it real ice?

Throughout the exhibit space, various displays with eye-catching copy pointed out all the environmentally friendly components in various Casio products. And of course, the ever-popular calculator assembly classes attracted many children, teens, and young adults.

As the Eco-Products trade show continues to grow in coming years, Casio will continue to be there to inform the public about its environmental activities and introduce its new environmental concepts and strategies.

### Participation in CES

Every year, Casio exhibits at the Consumer Electronics Show in Las Vegas, the world's largest event of its kind. This time, the show was held from January 6 to 9, 2011, and attracted 120,000 visitors. The show was an excellent opportunity for Casio to promote its innovative new products.

The environmental exhibit area of the Casio booth featured the company's initiatives under two themes: "Save Energy" and "Preserve Ecosystems." An intuitive panel display promoted Casio's advantages, and exhibits featured Casio Green Star products, including digital cameras and watches, as well as eco-friendly digital camera packaging.

The projector area of the booth highlighted Casio's



Going beyond initiatives against climate change, for the first time this year the exhibit featured Casio's efforts to protect ecosystems.



Green Slim Data Projector

Green Slim Data Projectors, which are mercury and lead free since they use a hybrid light source that combines LED and laser technologies.