

External Evaluation

Casio data projector wins 2011 Product of the Year Eco Mark Award



Product of the Year award winner
Data projector standard model
(3,000 lumens)



Eco Mark award logo (2011)

Casio's data projector has been awarded "Product of the Year" as part of the Eco Mark Award 2011, organized by the Japan Environment Association.

The Eco Mark Award, which was established in 2010, recognizes companies and organizations that work proactively to "create a sustainable society through consumer product selection based on environmental awareness and corporate efforts to improve the environment," which is the objective of the Eco Mark Program.

The Product of the Year prize was launched in fiscal 2012. A selection committee chooses a product from among all Eco Mark certified products which particularly excels in areas such as environmental performance, innovative qualities and eco-friendly design. Casio's data projector and one other product from another company were selected to be the first ever Eco Mark Products of the Year.

- Casio's award-winning product

- Data projector standard model (3,000 lumens)
 - Eco Mark Certification No.: 10 145 015

- Rationale for Selection

- Most of the projectors on the market today use high-pressure mercury lamps, which have issues in terms of short product life and disposal. Thanks to its 3,000-lumens Laser & LED Hybrid Light Source, Casio's data projector is an innovative product unmatched by other companies. The lamp also has a long life of 20,000 hours (compared to the Eco Mark standard of 3,000 hours), and with a maximum of 190 watts, it boasts the lowest power consumption during usage (Eco Mark standard is 311 watts). The projector offers outstanding environmental design over the entire product lifecycle, and should become the standard for next-generation products in the projector market. In addition, Eco Mark is actively promoted on the product website and catalogue, as well as in product advertising in newspapers, magazines and on trains. This projector also received high marks for helping to convey new environmental considerations to consumers.