

Casio's corporate creed is "Creativity and Contribution," expressing the Company's commitment to contributing to society through innovative, useful products it is uniquely positioned to deliver.

Products with innovative functions assist people in their daily lives and keep society moving forward. They also bring great delight to many people and help to revitalize culture. When even a single new product is widely adopted, whole new markets develop, and this in turn fosters growth in related industries.

This is the story of Casio's wide-ranging contributions to society, based on its innovative product and service portfolio.



Corporate creed – "Creativity and Contribution"

- 2006 Aggregate sales of electronic calculators reached one billion units.
- 2002 Exilim, world's thinnest, wearable card-sized digital camera, released.
- 2001 First solar-powered radio-controlled watch released.
- 1995 QV-10, the first digital camera in the world, released.
- 1983 First G-Shock, a shock-resistant wristwatch, released.
- 1981 Casio's first electronic dictionary released.
- 1980 Casio's first electronic musical instruments, Casio Tone electronic keyboards released.
- 1974 Enters timepiece market with the release of Casiotron, a digital wristwatch.
- 1972 Casio Mini, the world's first personal electronic calculator, released.
- 1965 Casio 001, its first transistor-based electronic desktop calculator, released.
- 1957 Release of the world's first compact all-electric calculator, Casio 14-A.
Casio Computer Co., Ltd. established.



Development History

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Forward-looking Statements

Earnings estimates and expectations that are not historical fact included in this report are forward-looking statements. Such forward-looking statements reflect the judgment of management based on information available as of the time of writing, and various factors could cause actual results to differ materially.