

Timepieces



G-SHOCK



EDIFICE

We have been aggressively implementing following strategies to further expand our sales of timepieces. As part of our multi-brand strategy we are conducting campaigns worldwide to promote our G-SHOCK brand of watches, which are enormously popular among younger consumers, as well as our popular EDIFICE metal watch brand. We are also taking active measures to expand our sales of women's watches. Following the success of our Baby-G casual wristwatch for teenagers and young women, we launched the SHEEN metal watch for more mature ladies. In this way, we have been working to enhance our lineup of watches to cover a wide range of designs, from casual to elegant models.

We are also leveraging our unique technological expertise to differentiate our products from those of our competitors. In our new Smart Access system for analog watches, the hour, minute, and second hands are driven independently, thus avoiding mutual interference when switching modes and enabling quick operation. Additionally, the electronic crown switch lets the user easily switch between the various functions.

As our bid for the next-generation timepiece, we have launched a "smart watch" employing the cutting-edge Bluetooth® Low Energy Wireless technology for short-range control. This watch can communicate with a smartphone that uses the same standards, enabling synchronization with the time transmissions received by the phone. This means that the time display is automatically corrected when the user travels to countries or areas in different time zones. Through our development of new applications, such as the ability to communicate between two wristwatches via a smartphone, we have made possible completely new ways of using wristwatches.

Electronic Dictionaries



EX-word XD-B980



E-B88

Our EX-word electronic dictionaries have held the No.1 spot in the Japanese market by unit sales for seven straight years, and we aim to keep the top market share through continuous product evolution. Our electronic dictionaries are popular among a wide range of customers thanks to our extensive lineup of specialized dictionaries with software contents tailored to the needs of differing user categories. These include models for business people seeking to upgrade their skill sets, models for junior high or high school students that help them with their regular studies or with cramming for exams, and models incorporating foreign-language dictionaries.

In January 2011 we revamped the principal models in our EX-word electronic dictionary lineup. We launched 15 new models offering improved expressiveness and easier operability thanks to the use of color LCDs in the sub-panels — an industry first. The use of color displays in the sub-panels as well means that explanations of the photos and illustrations shown in the main panel can be simultaneously shown in the sub-panel for easier and quicker comprehension.

These models also feature our new Electronic Picture Book image retrieval function, which allows the user to retrieve images from the built-in contents. For instance, users who want to find out the name of an animal, plant, or person can simply input a key word that serves as a clue, and the correct image is retrieved from the electronic files — as long as it matches the search conditions — and an explanation is displayed alongside the image. We are working to develop markets for these models overseas, too, particularly in China.