

CASIO's Core Competence

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The mission of Casio's product development is to create something where there was nothing before — what Casio calls going from "0" to "1."

By creating totally original products, Casio adds fun and convenience to daily life and pioneers new cultural trends. "Demand-creating" products, which create markets of their own, produce economic and technological ripple effects which contribute to the greater good.

The Unique of Creating Something from Nothing



Timepieces — G-SHOCK

Since watches are always on the wrist, customers need a watch that does not break even in a fall. Based on this idea, Casio exploded conventional wisdom with the concept for a shock-resistant watch. The G-SHOCK was born. Firmly footed in the "All-Around Tough" concept, Casio has developed this product over time, adding new and exciting features.

Back in the 1990s, Casio wanted to build a camera that could show users a photo the instant it was taken. With this goal in mind, Casio set out to develop a digital camera with an LCD display, paving the way for the digital camera of today. Casio has continued to develop new digital camera sub-genres, including super-slim card-sized cameras and ultra high-speed cameras.

Digital Cameras — EXILIM

