

Special Feature: G-SHOCK

G-SHOCK

Celebrates 30 Years

April 2013 marked 30 years since the launch of Casio's shock-resistant G-SHOCK watch.

The G-SHOCK was born from a developer's dream of "creating a watch that never breaks," and the first shock-resistant model came on the market in 1983. The G-SHOCK overturned the conventional wisdom that wristwatches are susceptible to shock and easy to break, creating an entirely new category known as "toughness watches."

Since then, Casio has been unstinting in pursuing further advances in functionality, performance, and design, all with a view to making the G-SHOCK tougher still.

The highly fashionable G-SHOCK brand has become a much-loved possession of those in the street scene, including action sports athletes, singers, and celebrities.

More recently, Casio has debuted a Bluetooth® v4.0 enabled next-generation G-SHOCK that realizes communication with minimal power consumption. By linking it up to the user's smartphone, this new watch enables the use of a host of features and functions driven by cutting-edge technology, including alerts for incoming smartphone calls and emails, in addition to Phone Finder, Link Loss Alert, and Auto Time Update.

Casio is celebrating the brand's 30th anniversary this year with a global "SHOCK THE WORLD" tour. The tour is proving highly successful in giving expression to the G-SHOCK world view, with large numbers of media and distributor representatives attending exhibitions, press conferences and live events.

Going forward, we will leverage to the maximum the talents of our technical staff to achieve further G-SHOCK advances.

Bluetooth® v4.0 Enabled **G-SHOCK**

Powerful Mobile Link capabilities packed into a watch designed and engineered to stand up today's active lifestyle.

Bluetooth® v4.0 enabled for the latest in low-power near field communication. A host of versatile functions made possible by linking with your smartphone.



Mobile Link

- Incoming Call Alert
- Incoming Mail Alert
- SNS New Message Alerts
- Calendar event notification
- Phone Finder
- Link Loss Alert
- Time Adjustment
- Auto Reconnection