

CASIO

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Envisioning a world
no one has ever seen

CORPORATE REPORT 2015

CASIO COMPUTER CO.,LTD.

<http://world.casio.com/>

C A S I O

V A L U E

U E

Envisioning a world no one has ever seen

“Necessity is not the mother of invention, invention is the mother of necessity.”

These are the words of one of Casio’s founders.

The people who created Casio were determined to “invent necessity” to create products that met latent needs with groundbreaking capabilities no one had ever seen before.

Ever since, Casio has been doing just that, bringing new discovery and delight to people around the world. This is Casio’s way of building an even more prosperous, richly rewarding world.

Corporate Creed

Creativity and Contribution

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VALUE**
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Policy

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Message from the management



Continuing to deliver new possibilities with products that surpass expectations

We believe that people have limitless potential, thinking and engaging in highly intellectual and creative activities based on knowledge gained by observing, sensing, and learning. Through this process, humanity has kept exploring new fields and areas of science and culture, making progress in leaps and bounds.

Inventions such as calculators, watches, electronic musical instruments, electronic dictionaries, and digital cameras have made it easy for anyone to use information such as numbers, time, music, and language in everyday life. At Casio, we see it as our mission to invent new products that support human intellectual and creative activities, which will, in turn, drive social progress around the world.

In our view, there are countless products in our world just waiting to be invented, each of which would fill a real need. Casio's job is to create the products of tomorrow that will one day be everywhere, that will make everyone wonder, "How did we ever do without that before?" That is why we value out-of-the-box creativity above all in our product development, or what we call going from "0" to "1."

We try to invent products that bring all new joys to users—delights that they have never experienced before. Our expectation is that each Casio product should open up a whole new world for the user, from the moment they first pick it up. By developing innovative products like these, Casio also aims to build new user communities and pioneer new markets. We will keep working to develop products that further expand possibilities for our users, aiming to make a positive, long-term social impact.

In short, we are determined to keep providing the kind of products that only Casio can create—products which surpass everyone's expectations, even surprising all the Casio fans who already know to expect great things from us. By endlessly applying "Creativity and Contribution," Casio promises to keep growing and delivering new value to the world.

Chairman and CEO

Kazuo Kashio

President and COO

Kazuhiro Kashio

Casio provides support for the intellectual creativity of human beings, aiming to make the future more fulfilling for people everywhere.

Humans have unlimited potential. By applying the abilities of the human mind, anyone can create new value and contribute to social progress.

The value that Casio provides lies in creating new possibilities for people, not only in their personal lives, but also on the frontlines of business. Casio accomplishes this by providing original products and services which support intellectual creativity in diverse fields.



PRO-
DUCTS

How Casio creates value

Perhaps the time people shine the most is
when they discover their own unique potential.



L I F E



Supporting basic human activities

People are continually making plans and carrying them out with family, friends, and associates. One of the essentials of daily life is the information without which all this activity would not be possible. Casio supports these basic human activities with products that deliver accurate timekeeping as well as useful means of communication. These Casio products are daily necessities as people go about their lives, enjoy the outdoors and interact worldwide.



Promoting personal growth through learning

Curiosity about the unknown and the desire to gain knowledge are found in every human being. These are the aspirations that enable people to broaden their horizons and grow. Casio supports this kind of learning by providing products that are not only convenient and easy to use, but also promote intellectual curiosity in venues from school, to home, to business.

E D U - C A T I O N





BUSI- NESSES



Supporting business management and efficiency

Information is being used on the frontlines of business to increase operational efficiency and enable data-driven strategic management. By offering a variety of advanced solutions using its information devices, Casio helps clients get a detailed picture of frontline operations, making management decision-making faster and more responsive.



Empowering people to express their thoughts

Part of the culture that humanity has developed over the ages involves imagination and expressing thoughts using images. Among these forms of self-expression are words, music, painting and photography. Casio provides products that make it easy for people to express themselves, even without special skills. This is one of the ways in which Casio is helping to spread joy and excitement to people.

CUL- TURE





Electronic dictionary
EX-word



Digital vocabulary book



Digital intellectual training tool
kids-word



Scientific calculator
CLASSWIZ



Graphing scientific calculator



Calculator



Electronic piano
Privia



Electronic keyboard



DJ product
TRACKFORMER



Smartphone app
Chordana Composer



Digital camera
HIGH SPEED EXILIM



Self-portrait camera
EXILIM TR



Freestyle camera
EXILIM FR

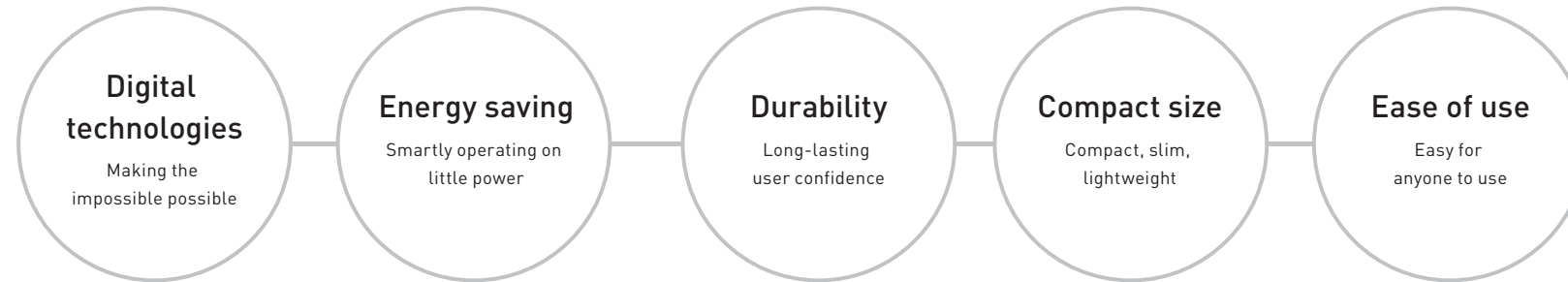


Stamp maker
pomrie



Label printer

Main products and core technologies



Using highly advanced technology to create highly original products

Highly advanced technology is required in order to give form to innovative ideas that generate new value for the world. Casio is making the most of its five core technologies to create products that meet the latent needs of customers.



Shock-resistant watch
G-SHOCK



Tough watch for women
BABY-G



Outdoor watch
PRO TREK



Intelligent analog watch
OCEANUS



Intelligent analog watch
EDIFICE



Metal watch for women
SHEEN



Underwater two-way radio
Logosease



Smartphone app
Keyword Search Voice Recorder



Data projector



Business support tablet terminal



Handheld terminal



Business support terminal
V-REGI



Page printer
SPEEDIA



Integrated personnel system
ADPS



Management support system
Rakuichi



Shopfront promotion tool
CASIO Signage

CASIO

STYLE

Where value comes from

Employing intellectual curiosity to create
products that support intellectual creativity

The challenge of creating value that did not exist before

ORIGIN OF G-SHOCK

Creating value that changes the way people think... At a time when everyone was in pursuit of lighter, slimmer and more compact products, out came the shock-resistant watch, G-SHOCK, with its robust shape. Casio's approach to product development involves creating things the world has not yet seen.

> It all began with a discovery one day

If a watch drops, it breaks... In those days, this was no surprise, but it was the event that inspired Casio engineer Kikuo Ibe to develop the G-SHOCK.

"I had broken my precious watch, a gift from my father, simply by dropping it. However, rather than feeling regret, I remember feeling somewhat impressed by the sight of it cleanly breaking into many pieces. It was a first-hand lesson of the well-known fact that watches break easily because they are delicate, precision instruments."

This experience left a strong impression on Kikuo Ibe. In a new technology and product proposal that he submitted to the company, Ibe incorporated his impression of that episode. Then, without including any diagrams or detailed explanation, he simply wrote that he wanted to create a "tough watch that won't break, even when dropped."

"We got the green light at the meeting."

Ibe did not think the proposal would be approved. He had no idea why it was accepted. Reflecting on it now, he assumes that the intrinsic value expressed by that one phrase must have resonated with his boss. Soon, Ibe began experimenting with shock-resistance. His lab was in fact the office restroom. In an era when people were looking for slimmer and more compact watches, it was easy to imagine that the watch he was developing would be bigger. Without anyone taking much notice, Ibe continued to drop his prototypes from the restroom window to the ground below.

"A ground-floor window would have been sufficient for

drop-testing a regular watch. But I eventually decided to use the third-floor restroom window for my experiments. It was about 10 meters above the ground. As an engineer, I probably liked a nice round number like that."

Initially, Ibe thought that just adding a little cushioning material would be enough. However, he soon realized that the watch needed to be wrapped to the size of a softball in order to withstand the shock when dropped. He was flabbergasted.

"At that point, I couldn't even dream of coming up with a viable product. That experience made me realize how challenging this development really was."

> In the midst of struggle, a ray of light

After much trial and error, he created a five-stage structure that could absorb shock, and somehow managed to get it down to the size of a watch. That is when the struggle really began.

"There was always one component of the module within the watch that would break. If I protected the fragile LCD, the coil would break. If I protected the coil, the quartz crystal would break."

Ibe spent his days in a maze with no exit. Nothing he did seemed to work. The scheduled launch date for the watch was fast approaching. In desperation, he decided to set himself a deadline of one week and placed the prototype beside his bed as he slept, in hopes of finding a solution in his dreams. "I made up my mind to resign if I gave my best but still could not find the answer." But no solution came.

"On the final night, I was having strange thoughts such as, 'Maybe if I don't fall asleep, the morning won't come.' Of course, the deadline did arrive and I still had no solution."

Ibe was prepared to apologize to the company and resign on Monday. On the Sunday deadline, he went to the office to tidy up all his development materials in preparation for his departure. However, before he knew it, he found himself doing experiments. "Finally, I gave up and went out for lunch. After eating I didn't feel like going back to the office, so I went and sat in the park instead. I saw a little girl having fun bouncing a ball. At first I thought it must be nice to be a child with no worries. Then a light suddenly turned on in my mind. As I watched the ball bounce on the ground, I realized that if my watch module was suspended within the ball, it would withstand the shock. At that moment, I knew I could realize my product."

> From the seeds of invention, new value is created

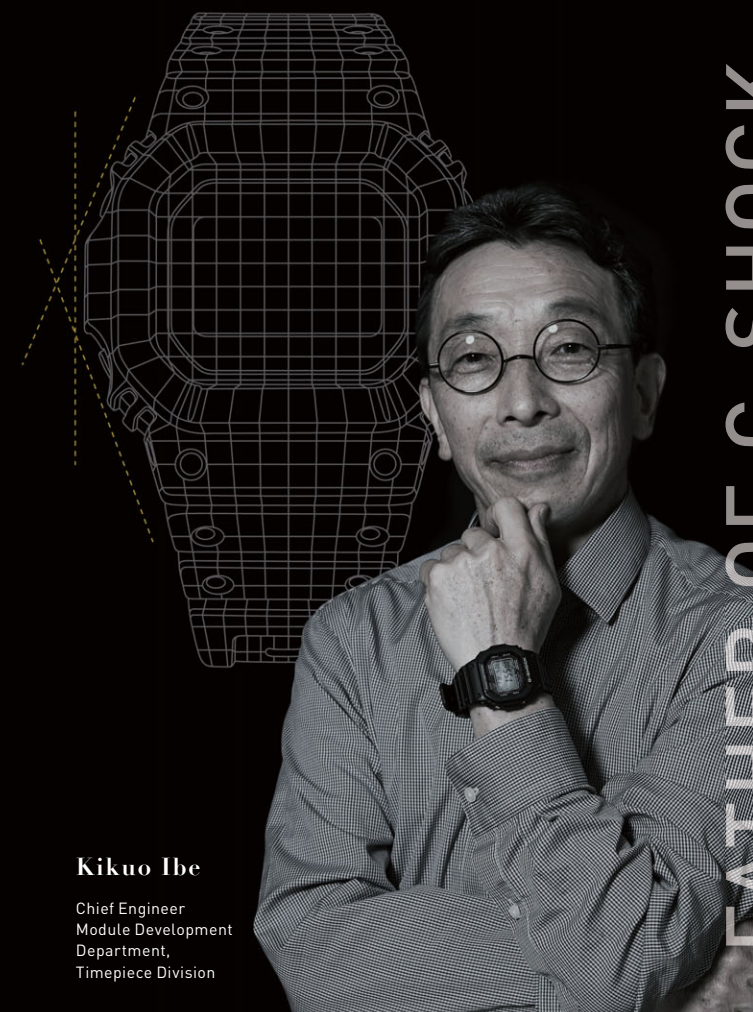
What Ibe had discovered, was the concept of a watch module that virtually floats. The module was supported by contact points with the case, the watch exterior. Together with the five-stage shock-absorbing structure, the new

prototype passed the drop test from the third floor window with flying colors. Ibe's strong determination and the serendipitous encounter in the park led to the successful development of the G-SHOCK watch. "To be honest, I was relieved when it was finally completed. The company allowed me to take on the product challenge based on just a single phrase, and provided an environment that enabled me to concentrate on its development. I also received cooperation from other members of my team who were supportive of the plan. That's why it was impossible for me to give up."

Now, over 30 years since it was first released, G-SHOCK has sold a total of about 80 million units. It is a watch loved by people around the world, including those working in harsh environments, athletes in impact sports, and young people seeking genuine products to express their individuality and fashion sense. This is because G-SHOCK is a one-of-a-kind product that has overturned conventional notions of the watch, a brand that has continued to evolve by pursuing the essential value of being unbreakable.

"Since then, numerous engineers have been involved in G-SHOCK product development, taking on the challenge of its evolution. Many people have also worked hard to grow the brand. I am much honored to have been part of this."

The seeds of invention planted by Kikuo Ibe have become a source of great value.



Kikuo Ibe

Chief Engineer
Module Development
Department,
Timepiece Division

Inheriting a spirit of challenge and creativity

GPS HYBRID WAVE CEPTOR G-SHOCK



Aiming to create a tough watch that does not break even when dropped... Over the years, Casio has maintained unshakable conviction about delivering intrinsic value while pursuing ideas unbound by conventional thinking.

Aiming for new toughness... The challenge of the evolving G-SHOCK brand never stops.

Always having the correct time, wherever you go in the world

Even in the jungles of South America, or in the middle of the Sahara—no matter where you are on the planet, you will always know precisely what time it is. The new G-SHOCK watch launched in 2014 was developed with the aim of providing the value of always having the exact local time in any part of the world.

Basically, even the slightest inaccuracies, after a while, cause watches to lose the correct time. This is true of mechanical watches as well as quartz models that move to the vibration of a crystal. However, by receiving time-calibration signals transmitted as radio waves, radio-controlled watches are able to correct timekeeping losses, and always show the correct time.

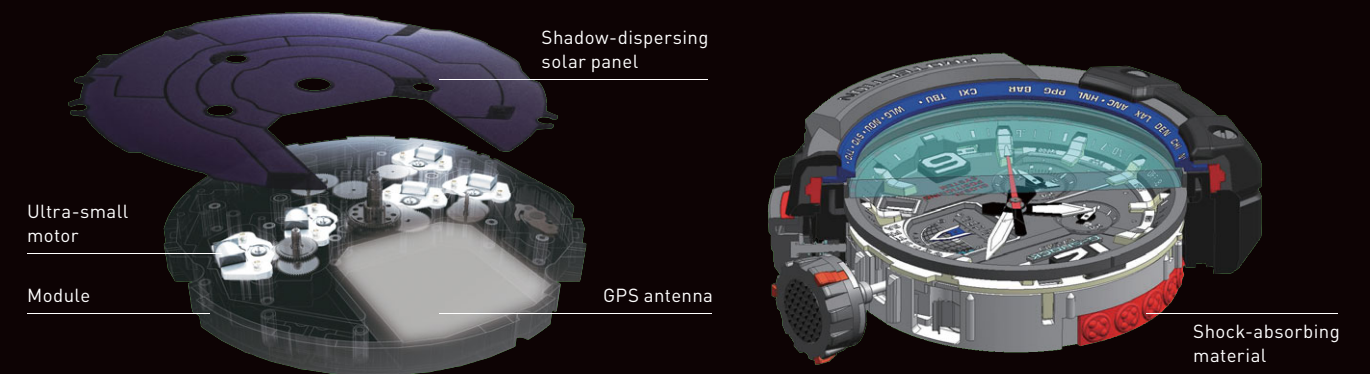
The new GPW-1000 stands out due to its hybrid system that can receive both GPS satellite signals and radio wave time-calibration signals. The terrestrial time-calibration signals offer the advantage of easy reception even indoors or between buildings, but are not available in all countries and regions. GPS signals, however, despite the drawback that they can be blocked by obstacles such as roofs, can be received anywhere on the planet. In other words, depending on the location, the hybrid system can select the appropriate signal type for receiving highly accurate time information.

Technology that creates new value

A high level of technology is required for a new idea to take shape as a useful product. In order to combine the two signal receiving systems, two different antennas needed to be incorporated into the module, the heart of the watch.

But this had to be done without the module getting any bigger, so that it could still fit into the watch case. So Casio created space for the two antennas by making the most of its component-level miniaturization and packaging technologies.

Innovative technologies included in the GPW-1000



Solar-powered GPS Hybrid Wave Ceptor

The GPW-1000 features a miniaturized watch motor. This provides the space needed for two antennas, one for receiving GPS signals and the other for picking up time-calibration signals. Moreover, to minimize the lost power generation efficiency caused by the shadows of the watch hands, shadow-dispersing solar panels have also been incorporated. They are arranged in six panels for optimal efficiency.

TRIPLE G RESIST

While inheriting the basic G-SHOCK structure for toughness, the GPW-1000 boasts construction that can withstand three types of gravitational acceleration: shock, centrifugal force and vibration. Outstanding shock-absorbing materials have been selected for the space between the module and case. The material is based on seismic isolation technology and processed into a cylindrical shape, offering high shock and vibration resistance.

This included developing the world's smallest watch motor,* which has dimensions about 25% smaller than a conventional motor.

* Among motors used in solar-powered radio-controlled watches, as of June 2014 (Casio research)

As part of the selection process for each of the components, Casio considered all kinds of situations in which the watch might be used. For example, a GPS antenna was chosen with wide directivity, meaning that it can receive signals from various directions. Since people wearing a G-SHOCK are not going to stand still in order to receive time signals, the watch needed an antenna that can receive signals from GPS satellites while the person is continually moving. This even includes situations such as bumping along over wide-open terrain in the back of a pickup truck.

Detailed map data was also included to further increase accuracy. The data is used to pinpoint the current position of the watch, in order to determine the exact time for that area. The internal Casio map data uses roughly 500-meter resolution grids. In places where you can travel a short distance and suddenly find yourself in a different time zone, such as when crossing an international border or entering a region with daylight savings time, the watch automatically adjusts to the correct local time.

Casio also made full use of its power-saving technology. The GPS antenna uses four times the power of the time-calibration signal antenna. Therefore, an IC chip for low power

consumption was customized to control reception. This was performed through measures such as developing special watch reception algorithms, to achieve further power savings.

The GPW-1000 even features a shadow-dispersing solar panel, a technology developed by Casio. Solar panels are made up of multiple cells that generate electricity, and the cells are all about the same size. The most efficient configuration is for each cell to generate the same amount of power. But with an analog watch, when the watch hand casts a shadow on one cell beneath it, the generating efficiency of all the cells in the panel is reduced. With the original shadow-dispersing solar panel from Casio, the hand shadow is scattered over multiple cells, minimizing the lost power by combining cells of different shapes. This not only ensures the power required, but also enables watch face design improvements, such as larger hands and numerals, to make G-SHOCK more readable even under extreme conditions.

Aiming for a watch with the ultimate toughness

G-SHOCK owners are active people. They include not only athletes engaged in impact sports, but also pilots subjected to the effects of severe gravity, and rescue personnel working in disaster zones. G-SHOCK provides support to these people with the strength to withstand use under all kinds of severe conditions.



Noritaka Ishida

President, BEST Co., Ltd.

Unique toughness that has earned the trust of customers worldwide

Among practical watches, Casio timepieces are the most reliable. They appeal to a wide range of customers from young people to business professionals who travel the world for work. Customers of all sorts of ages and nationalities come into our shop to buy Casio watches.

G-SHOCK is widely known by customers for its toughness, and it has a unique market presence that other brands cannot match. Although I myself own about 300 G-SHOCK watches, I especially like the solar powered radio-controlled models. They always keep the right time, and I really enjoy wearing them in all situations—from daily life to a resort vacation.

Casio is definitely a manufacturer that bolsters Japan's national image. I hope that the company continues to make advanced and practical watches.

Therefore, no matter how accurate the timekeeping is, a watch cannot be called a G-SHOCK unless it functions in all kinds of environments.

The GPW-1000 features TRIPLE G RESIST technology for solid structural strength. It enables the watch to withstand three types of gravitational acceleration: shock, centrifugal force and vibration.

Outstanding shock-absorbing material designed in a cylindrical shape is incorporated between the module and the casing. Based on seismic isolation technology used in

high-rise buildings, the cylindrical design disperses any impact force by moving horizontally, in addition to the shock-absorbing capability of the material itself.

Tough, fine resin is used for the frame of the watch case, and the resin band is reinforced with a sheet of carbon fiber, which has excellent tensile strength. These and other toughness features of the watch have been painstakingly designed. The GPW-1000 delivers high precision with its ability to receive time signals anywhere on earth, while also offering performance reliability under all kinds of conditions.

► Features of GPS and time-calibration signals

GPS satellite signals	Time-calibration signals	
All	Japan, North America, Europe, and China	Reception areas
○	○	Outdoor reception
×	△	Indoor reception

► Reception methods for GPS and time-calibration signals



GPS satellite signal reception

Radio waves are received from GPS satellites, allowing the watch to ascertain accurate positioning and time information. The watch then adjusts the displayed time, by referencing its internal time zone and daylight savings time information. When it cannot receive time-calibration signals, it automatically receives GPS signals between 6 a.m. and 10 a.m.



Time-calibration signal reception

The watch receives time-calibration radio waves transmitted from six stations worldwide (two in Japan and one each in the US, UK, Germany, and China) and automatically corrects the displayed time. Unless the watch is moving between different time zones, it automatically receives the signals daily between midnight and 5 a.m.

An essential part of my life that goes with every moment

I always wear my G-SHOCK when I am traveling around the world and when I am on the mountain snowboarding. What I love most about my G-SHOCK is the signature shock resistance. When I am snowboarding, I never have to worry about breaking it no matter how hard I crash or fall on it. Being on the mountain a lot, I also like the way it is backlit, so I can read it on the sunniest of days as well as in a whiteout.

Having many different types and various colors is another attractive point of the G-SHOCK. No matter what the occasion, there is always a watch you can wear that matches the activity or what you are wearing. G-SHOCK has continued to evolve with the insights into the various needs of users. I expect G-SHOCK to continue to be more innovative and to pursue the ultimate in toughness.



Louie Vito

Professional snowboarder

► If it's cautious, it's not a G-SHOCK

Since its initial launch, the approach to G-SHOCK development has been the total pursuit of toughness. While based on shock-resistance, G-SHOCK has evolved through the unshakable belief of Casio engineers in taking on challenges and incorporating innovative ideas. These include water resistance to 200 meters for diving, as well as resistance to dust, mud, rust, and centrifugal force.

It is the same with the new GPW-1000. Bold new thinking led to the creation of this solar-powered GPS Hybrid Wave Ceptor G-SHOCK.

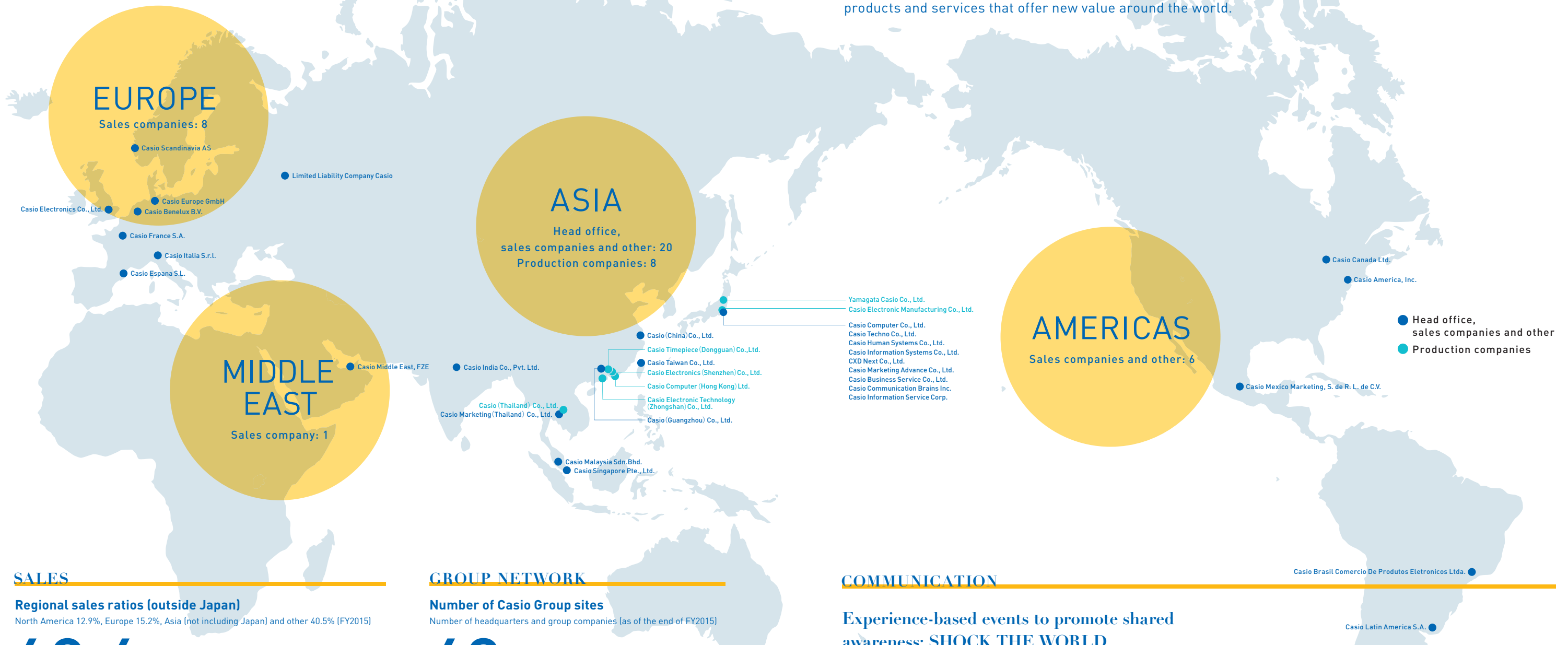
This watch is the result of efforts to create a watch with the toughness to show the correct time no matter where it is in the world—which ought to be an essential feature in any watch.

"If it's cautious, it's not a G-SHOCK."

Casio engineers are in agreement about this point. There is no end to the challenge. The value of G-SHOCK lies in this spirit of challenge. The pursuit of toughness is always the goal.



GLOBAL



SALES

Regional sales ratios (outside Japan)

North America 12.9%, Europe 15.2%, Asia (not including Japan) and other 40.5% (FY2015)

68.6%

BRAND

Casio brand trademark registration rate

Out of 193 U.N. member countries, the Casio trademark has been registered in 187 countries

96.9%

Global sales areas

Countries and regions where regular sales are conducted

159 countries

GROUP NETWORK

Number of Casio Group sites

Number of headquarters and group companies (as of the end of FY2015)

43

PRODUCTS

Total calculator shipments worldwide

Total shipments from 1965 to 2014

1.4 billion units or more

Total G-SHOCK shipments worldwide

Total shipments from April 1983 to March 2015

79 million units or more

Casio, growing worldwide

Casio products are familiar to many people, and the brand is delivered worldwide through global production systems and sales networks. Casio products are useful in people's lives, and we will continue to provide products and services that offer new value around the world.

COMMUNICATION

Experience-based events to promote shared awareness: SHOCK THE WORLD

SHOCK THE WORLD is a global promotional campaign that conveys the G-SHOCK brand worldview, along with its essential feature of toughness. Since the first event in New York in 2008, events have been held in a total of 69 cities around the world (as of June 2015). The initiative is designed to allow G-SHOCK fans to enjoy the product's appeal through a full sensory experience.

Raising the profile of the Casio brand at international trade shows

Every year, Casio participates in exhibitions attended by the world's leading companies. Held annually in Las Vegas, the International Consumer Electronics Show (CES) is one of the largest events of its kind anywhere. Baselworld is a watch and jewelry fair held in Switzerland which attracts media and buyers from all over the world. By participating in these and other events, Casio is distributing its latest information globally.



CES 2015



Baselworld 2015

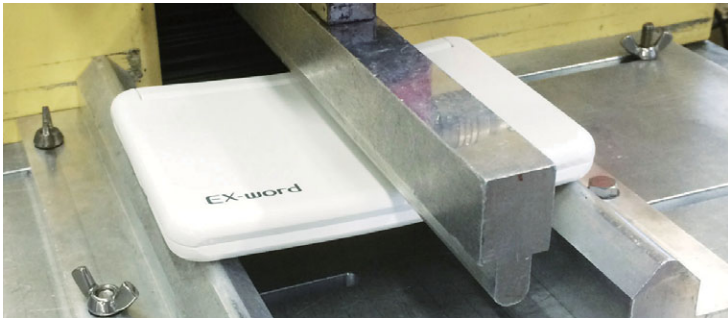
Casio, a globally trusted brand

Seeking to ensure that customers can use Casio products with confidence over many years, the company maintains uncompromising manufacturing practices and strict quality control from the design stage to the completion of the finished product. In addition, Casio is also working worldwide to help people lead more enjoyable and safer lives.

→ Quality initiatives

Thorough quality testing in the design stage

Casio has quality standards designed to ensure that products can be used in all kinds of situations, and the company performs repeated stringent testing through product prototyping. For example, Casio electronic dictionaries are subjected to a pressure test, where a load is placed on the dictionary unit, and robustness is verified from the top-down direction. Only those prototypes that meet all the quality criteria for the product concerned can move on to the factory production process. These criteria include resistance to vibration, dropping, dust, salt water, UV light, and static electricity, as well as extremes of temperature and humidity.



Production system enhances quality with a high level of manufacturing technology

The Premium Production Line at Yamagata Casio produces high-priced Casio brand watches. With a combination of technology to maximize accuracy using the company’s own special manufacturing equipment and a high level of human skill found only in top certified personnel, Yamagata Casio is pursuing high-quality and high-precision manufacturing. This Japanese manufacturing expertise is also transferred to Casio production sites in other countries, as part of a global production system producing a high level of quality worldwide.



Yamagata Casio: Premium Production Line



Casio Thailand: Calculator production line

→ Social contribution activities

Supporting academic achievement with Casio products

Casio is a leading developer of scientific calculators for use in math classes. Product development is informed by in-depth communication with math teachers who are presenting their latest theories and research to international societies. By holding Global Teachers Meetings to solicit the opinions of educators from various countries, Casio is creating products that meet the needs of teachers, while supporting academic achievement for students. Casio is helping to foster the next generation, the leaders of tomorrow, through educational support based on these kinds of business activities.



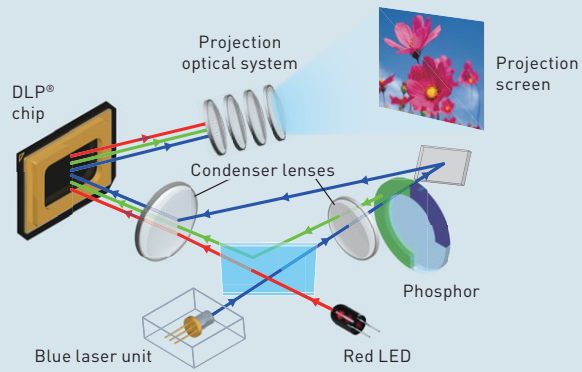
→ Environmental initiatives

Environmentally friendly products free from harmful mercury

Casio has been working hard to create products with a low impact on the environment. It has invented high-brightness projectors using the world’s first light source technology that replaces high-pressure mercury lamps. As a result, all Casio projectors are now mercury-free. There have been global efforts to eliminate the use of mercury in products, including the Minamata Convention on Mercury, which aims to reduce the risk of hazardous mercury contamination. As part of this effort, Casio is striving to reduce its environmental impact as a leading company that provides mercury-free projectors.



Laser & LED Hybrid Light Source Technology



Helping to improve educational environments and promote science

Casio China is promoting “My Dream Backpack,” a program to help children lacking educational opportunities due to poverty or natural disasters. It aims to help improve the educational environment for these children by donating backpacks filled with school supplies, along with Casio products that can be used in the classroom, such as calculators and electronic musical instruments.

Casio also supports the Casio Science Promotion Foundation, which helps promote Japan’s academic research. Each year, the foundation selects creative and pioneering research projects and provides them with grants. An example of a past grant that has benefitted society is the invention of efficient blue light-emitting diodes by Professor Isamu Akasaki and Professor Hiroshi Amano, who won the 2014 Nobel Prize in Physics.



My Dream Backpack



Casio Science Promotion Foundation research grant presentation ceremony

HISTORY

History of Casio innovation

Utilizing their distinct individual talents, the four Kashio brothers—Tadao, Toshio, Kazuo, and Yukio—succeeded in developing the world's first compact all-electric calculator, and founded Casio Computer Co., Ltd. in 1957. Toshio, the second eldest, was in charge of development. He had the notion that "invention is the mother of necessity." Instead of developing something that society had been looking for, he believed the product he and his brothers had invented would tap new needs people didn't even know they had. This conviction remained as the development philosophy of Casio, and the company went on to invent and develop many innovative products such as electronic calculators, watches, and electronic musical instruments using its advanced digital technologies. Casio continues to create new value even today.



Left to right: Toshio (second eldest), Kazuo (third eldest), Tadao (eldest), Yukio (youngest). In front is the 14-A, the calculator they successfully developed.

1996



EX-word

This product marked the beginning of full-scale electronic dictionary deployment. It expanded the electronic dictionary market through substantial improvement of content and search capabilities.

1995



QV-10

World's first consumer digital camera with an LCD. It helped to popularize digital cameras, creating a culture of communication through images.



FKT-100

A wristwatch that always provided the wearer with the correct time, thanks to a function that maintained the exact time based on the reception of time calibration radio signals.

1974



Casiotron

This electronic watch was based on the concept of timekeeping by adding one second at a time. It was the world's first wristwatch to feature an automatic calendar that correctly adjusted the number of days for each month.

1972



Casio Mini

The world's first personal calculator. It sold for just 12,800 yen thanks to a simple component design, a single-chip LSI and a six-digit display. The Casio Mini became widely popular in ordinary homes, and the series sold a total of 10 million units. It also contributed to semiconductor development.

1971



Typuter

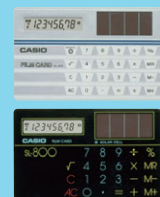
Typewriter equipped with the world's first inkjet printer

1965



001

The world's first electronic desktop calculator with a memory function.



SL-800

A credit card-sized calculator with a thickness of just 0.8 mm. It was the ultimate thin calculator that could be taken and used anywhere.



fx-7000G

A scientific calculator that enabled the user to intuitively understand formulas with its graphing display.

2000



C303CA

A tough cellular phone featuring shock and water resistance. This popular cellular phone could be used almost anywhere.

2002



EXILIM

A wearable card-sized camera with the world's slimmest profile. Since it was portable enough to be taken everywhere, the camera allowed users to capture images whenever the mood struck them.

2010



Green Slim Projector

Thanks to a hybrid light source that combined laser and LED technologies, this projector offered high-brightness without using a high-pressure mercury lamp. A light source lifespan of 20,000 hours was also achieved.

2011



EX-TR100

This digital camera offered a dynamic shooting style thanks to a freely adjustable frame and a rotating lens.

1983



G-SHOCK

A shock-resistant watch created under the development concept of a watch that will not break, even if dropped. It overturned the established notion of watches being delicate and breakable devices. The practical G-SHOCK could be worn anywhere and provided toughness to support users worldwide.

1981



TR-2000

An electronic dictionary with both English-Japanese and Japanese-English dictionaries.

1980



Casiotone 201

An electronic musical instrument based on the concept of a keyboard that anyone can enjoy playing. It produced sounds that mimicked various types of acoustic instruments using a Consonant-Vowel System developed by focusing on temporal variations in sound.

1961



TUC

Through the integration of a typewriter and computer, TUC was the world's first tabulation computer that could output calculation results on ledger forms.

1962



AL-1

A science and technology computer that could run programs. Programs were stored using gears, and repetitive calculations were streamlined through the replacing and switching of gears.

1957



14-A

The world's first compact all-electric calculator. It boasted quiet, high-speed calculation in a unit small enough to be used in an office. The 14-A offered reliability thanks to Casio's development of its own relays, which were dust-resistant and less prone to contact failure. It was adopted by many companies and research institutions, and reduced the labor required for office and technical computing.

Shaping the future with ideas that defy conventional thinking and an unshakable belief in human potential

Envisioning a world no one has ever seen

Company Data (As of March 31, 2015)

Name	Casio Computer Co., Ltd.	Established	June 1, 1957
Headquarters	6-2, Hon-machi 1-chome, Shibuya-ku, Tokyo 151-8543 Japan	Paid-in capital	¥48,592 million
Telephone	+81-3-5334-4111	Employees	11,592 (consolidated)
		URL	http://world.casio.com

Directors (As of June 26, 2015)

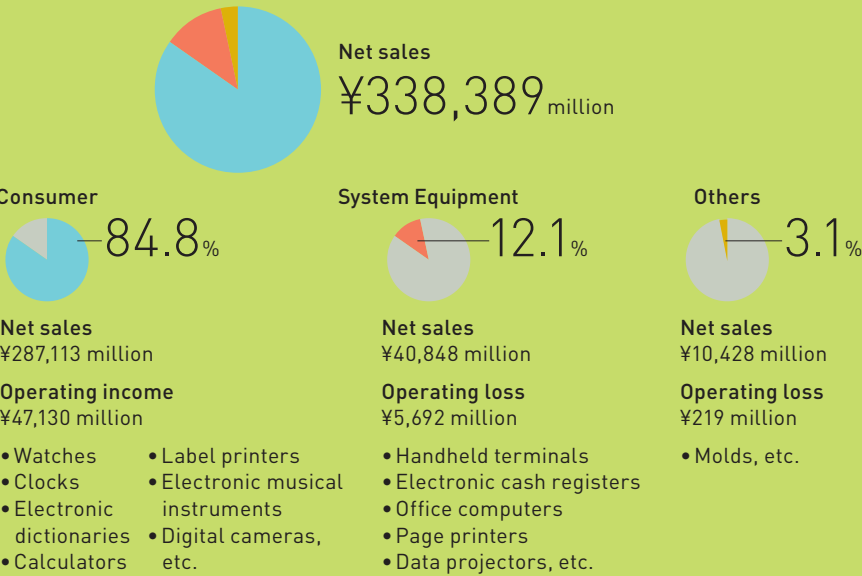
Chairman and CEO	Kazuo Kashio	Statutory Auditors	Tadashi Takasu
President and COO	Kazuhiro Kashio		Hironori Daitoku (Outside)
			Kazuhiko Tozawa (Outside)
Senior Executive Managing Officers, Members of the Board	Akinori Takagi Hiroshi Nakamura Yuichi Masuda	Executive Officers	Atsushi Yazawa Nobuyuki Mochinaga Koji Moriya Tetsuo Kashio Toshiharu Okimuro Takashi Kashio Jin Nakayama
Executive Officers, Members of the Board	Toshiyuki Yamagishi Makoto Kobayashi Shin Takano		Masayuki Uehara Shigenori Ito Nobuyuki Inada Toshiyuki Iguchi Hideaki Terada Shinji Ota Hitoshi Ando
Directors, Members of the Board	Hirokazu Ishikawa (Outside) Makoto Kotani (Outside)		

Net Sales and Income (Fiscal year ended March 31, 2015)

Net sales	¥338,389 million	Ordinary income	¥37,857 million
Operating income	¥36,763 million	Net income	¥26,400 million

Sales and operating income by reporting business segment

* The consolidated operating income values by segment represent numbers before adjustment (Adjustment amount: -¥4,456 million)



Sales by region

