CASIO

# PRODUCTS

#### How Casio creates value

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



# LIFE



### Supporting basic human activities

When a rescue team carries out a mission in harsh conditions, total accuracy and speed are required in all circumstances.

An accurate watch is indispensable in tough environments. It enables rescuers to ascertain the current and elapsed time and to determine the next action.

Watches also provide important information in daily life, allowing people to make plans based on accurate information. Casio provides products that support all of these human activities.



## Promoting personal growth through learning

When children receive instruction in mathematics, they acquire problem solving skills.

Casio scientific calculators play a useful role in schools around the world. They make calculations easier to understand by displaying formulas just like they appear in textbooks and by displaying information in the local language. This helps students to focus on solving the problems assigned to them.

Both children and adults can grow by learning. Casio provides products that support everyone's desire to learn.





# BUSINESS



#### Supporting business management and efficiency

When frontline staff handle packages in a logistics center, they have to guarantee highly precise operations.

Handheld terminals can be used to facilitate quick and accurate selection operations as well as management of product shipping and receiving. They can scan bar codes at high speed, even codes that are difficult to read because they are smudged, etc.

Increasing frontline speed and accuracy improves management in the logistics and retail distribution businesses and beyond. Casio provides products that enhance frontline efficiency for these businesses.



## Empowering people to express their thoughts

A pianist captivates audiences by playing beautiful melodies. The music is created through the sensitivity of the musician and the expressive power of the instrument.

Imagine an electronic piano that can be played anywhere thanks to innovative technology. Then imagine one that also recreates the tone of a grand piano made by a traditional European piano maker. It sounds like the great pianos heard in concert halls.

To empower people to express their hearts and minds—this is why Casio makes products that enable people to share their joy and excitement.



Promoting personal growth through learning





EX-word RISE

Graphing scientific calculator





Digital intellectual training tool



CLASSWIZ







Calculator



CELVIANO Grand Hybrid



Electronic piano

Electronic keyboard





DJ product TRACKFORMER



Smartphone app Chordana Composer



Digital camera HIGH SPEED EXILIM



EXILIM TR



EXILIM FR



NAME LAND

Using highly advanced technology to create highly original products

Highly advanced technology is required in

# Main products and



#### Energy saving Smartly operating on

#### Durability Long-lasting

Compact size Compact, slim, lightweight

#### Ease of use

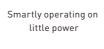
order to give shape to innovative ideas that Easy for anyone to use generate new value for the world. Casio is making the most of its five core technologies

to create products that meet the latent

needs of customers.

# core technologies







Lamp-free projector

SPEEDIA









Business support terminal Electronic register with a cash register app



Intelligent analog watch

EDIFICE

Shock-resistant watch

G-SHOCK



SHEEN

Tough watch for women

BABY-G





Wrist device

Smart Outdoor Watch

Outdoor watch



Intelligent analog watch

OCEANUS

Logosease







Handheld terminal



Management support system Rakuichi



CASIO Signage

Supporting basic human activities