

CASIO

PRODUCTS

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

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.

E D U C A T I O N



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.

CULTURE



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



Electronic dictionary
EX-word



English conversation learning tool
EX-word RISE



English conversation learning tool
joy study



Digital intellectual training tool
kids-word



Scientific calculator
CLASSWIZ



Graphing scientific calculator



Calculator



Electronic piano
CELVIANO Grand Hybrid



Electronic piano
Privia



Electronic keyboard



DJ product
TRACKFORMER



Smartphone app
Chordana Composer



Digital camera
HIGH SPEED EXILIM



Self-portrait camera
EXILIM TR



Outdoor recorder
EXILIM FR



Label printer
NAME LAND

Empowering people to express their thoughts

Main products and core technologies

Digital technologies
Making the impossible possible

Energy saving
Smartly operating on little power

Durability
Long-lasting user confidence

Compact size
Compact, slim, lightweight

Ease of use
Easy for anyone to use

Using highly advanced technology to create highly original products

Highly advanced technology is required in order to give shape 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.

Supporting basic human activities



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



Wrist device
Smart Outdoor Watch



Underwater two-way radio
Logosease



Lamp-free projector



Handheld terminal



Business support terminal
with a cash register app



Electronic register



Page printer
SPEEDIA



Integrated personnel system
ADPS



Management support system
Rakuichi



Shopfront promotion tool
CASIO Signage

Supporting business management and efficiency