

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.



14-A
1957: 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.



001
1965: The world's first electronic desktop calculator with a memory function.



fx-1
1972: A scientific calculator that enabled one-key operation for a variety of calculations such as trigonometric and exponential functions.



Casio Mini
1972: 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.



Casiotron
1974: 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.



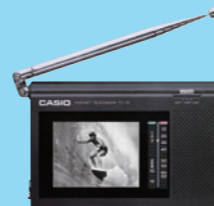
Casiotone 201
1980: An electronic musical instrument based on the concept of a keyboard that anyone can enjoy playing. It produced sounds that mimicked various types of acoustic instruments using a Consonant-Vowel System developed by focusing on temporal variations in sound.



TR-2000
1981: A simple electronic dictionary with both English-Japanese and Japanese-English dictionaries.



G-SHOCK
1983: 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.



TV-10
1983: World's smallest pocket LCD TV [at that time], with a display that was easy to view in both bright and dark conditions.



SL-800
1983: 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.



CZ-101
1984: A digital synthesizer with a P.D. sound source that allowed users to easily produce a variety of sounds.



fx-7000G
1985: A scientific calculator that enabled the user to intuitively understand formulas with its graphing display.



CELVIANO
1991: A full-fledged electronic piano featuring an AP sound source for delicate and rich expression.



QV-10
1995: World's first consumer digital camera with an LCD. It helped to popularize digital cameras, creating a culture of communication through images.



FKT-100
1995: A wristwatch that always provided the correct time, thanks to a function that maintained the exact time based on the reception of time calibration radio signals.



EX-word
1996: 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.



CASSIOPEIA
1996: A portable information terminal that ran on the Windows® CE open platform.



C303CA
2000: A tough cellular phone featuring shock and water resistance. This popular cellular phone could be used almost anywhere.



EXILIM
2002: A wearable card-sized camera with an LCD monitor and the world's slimmest profile [at that time]. Since it was portable enough to be taken everywhere, the camera allowed users to capture images whenever the mood struck them.



Privia
2003: A space-saving and stylish electronic piano for playing enjoyment.



XD-L4600
2004: An electronic dictionary with a robust design that resisted shock and vibration.



EX-F1
2008: A digital camera that offered high-speed continuous shooting at 60 photos per second.



Green Slim Projector
2010: Thanks to a hybrid light source using both laser and LED technologies, this environmentally responsible projector offered high brightness without using a high-pressure mercury lamp. A light source lifespan of 20,000 hours was also achieved.



EX-TR100
2011: This digital camera offered a dynamic shooting style thanks to a freely adjustable frame and a rotating lens.



EX-FR10
2014: A digital camera featuring a design with a detachable controller unit with an LCD monitor.

1957 → 1960s → 1970s → 1980s → 1990s → 2000s →